



Rapid Fire Session- Ideas that Work!

Presenters:

Rich Handloff, Director, Consumer Marketing, The Washington Post

Craig Holley, Senior Director, National Product Sales, Gannett Co.

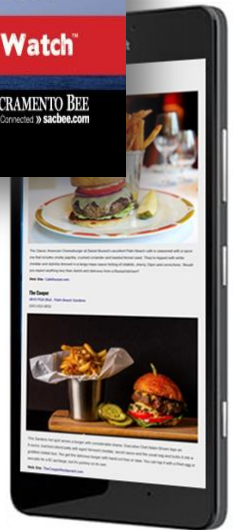
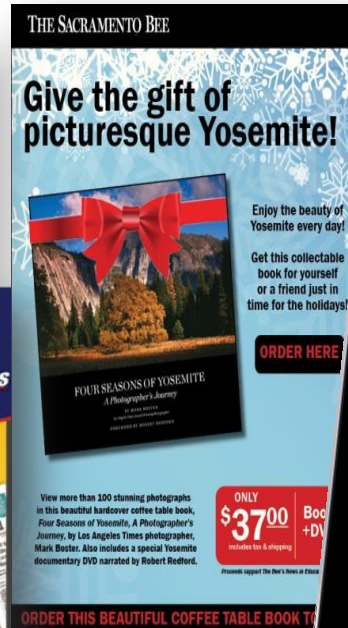
Heather Williams, Regional VP Audience Development, McClatchy

Moderator:

John Murray, NAA VP, Audience Development

June 16, 2016
2:00 PM - 3:00 PM EST

Rapid Fire Session- Ideas That Work!



Rich Handloff

Director, Consumer Marketing
The Washington Post

Heather Williams

Regional VP Audience
Development, McClatchy

Craig Holley

Senior Director, National
Product Sales, Gannett Co.



Ideas That Work: Retention

The Washington Post

Total AAM Circulation: 551,360

AT A GLANCE

Goal:

Engage subscribers & reward advertisers

Target Audience:

PostPoints members and subscribers not enrolled in the PostPoints reader rewards program.

MEASURED RESULTS

27.5%

Average email
open rate

10.55

Total page placements
for campaign duration

PostPoints Scavenger Hunt Campaign

Consumers

- Earn a contest entry and 5 points for every correctly answered Scavenger Hunt quiz question
- 10 winners each week; high-value prizes

Advertisers

- Logo placement in Scavenger Hunt ads in The Washington Post and Express as well as a dedicated e-blast to all local subscribers announcing the campaign
- Dedicated quiz questions about participating partners in our daily column in Metro & online. Customers are driven to partner websites to secure the answers.
- Mention in PostPoints email tips – YTD open rates for all tips: 28.85%
- Prominent placement on the PostPoints website
- Ongoing tweets about the campaign

The Washington Post

START LOOKING:

The 2016

Scavenger Hunt

is ON!

Join the 2016 Scavenger Hunt and you could win some amazing prizes, including tickets to this season's hottest events, \$50 gift cards, gym memberships and more. Every week, 10 PostPoints members will win!

How Does It Work?

1. Find the daily questions in the PostPoints Column (Metro section).
2. Submit your answers online at washingtonpost.com/postpoints (click "Quizzes").
3. Earn a contest entry for every correct answer!

Participating PostPoints Partners:

PostPoints

Not a PostPoints member yet? It's FREE. Sign up today and start reaping immediate rewards!
washingtonpost.com/postpoints

52213 5x12



The Washington Post

5 pts for the correct answer

Catch Olney's new play about a tennis star
Who wants his wife's money, no holds barred.
Enter Inspector Hubbard and a mystery writer
Who will solve the case, a real nail-biter?

Who plays Scotland Yard's Inspector Hubbard in *Dial 'M' for Murder* at Olney Theatre Center?

(Hint: Visit OlneyTheatre.org for the answer.)

- James Konicek
- Cameron McNary
- Ashley Smith
- Alan Wade

SUBMIT

ADVERTISER FEEDBACK

"I wanted to let you know how much this drives traffic to our website. I was trying to figure out these huge spikes and then looked at when we were the focus of the Trivia...unique users increased by at least 1,500 on those days."

Abortion rights activists say the bill is the latest attempt by the Republican-controlled legislature to restrict access to abortion.

"Make no mistake: this bill is not an outlier," Tarina Keene, executive director of NARAL Pro-Choice Virginia, said in a statement. "Instead, it is part of a well-documented pattern of anti-abortion legislators chipping away at Virginia women's constitutional rights and access to health care."

This session, Virginia House Republicans failed to pass a ban on abortions after 20 weeks of pregnancy but promised to try again next year.

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states that St. Luke's was founded in 1972 but "recreated" in 2009.

On a trip to Washington last year, Dawson was in the House gallery, "where he began shouting Bible verses which disrupted the normal flow of Congress," authorities said.

A police officer tried to grab his arm to escort him out, according to an arrest affidavit, but he pulled away, broke free and ran toward an exit, where he was caught by officers and handcuffed.

In a subsequent letter to the court — after he was freed pending his next hearing — Dawson indicated that he wouldn't be

In the spring of 2001, Dawson was fired for writing inappropriate letters to a female student, the spokeswoman said. A short time later, the school system received a letter from Dawson containing comments "that were perceived to be threatening," according to Franklin police records.

A year later, a 15-year-old student received harassing letters from Dawson, who formerly drove her school bus. According to one letter, Dawson told the student that he wanted her to have his child. "He sees her as the Virgin Mary," police wrote in an incident report. "He feels that the Lord sent him here for her to have

incredulously as she reviewed materials.

Dawson described the incident as a "test" and said he believed the letters even though he would suffer consequences.

"Anytime that you're being led by God and he gives you a direct command to do something, it's not up to you to do it or not to do it," Dawson said of the incident.

The board denied Dawson's request for a license.

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Jennifer Jenkins contributed to this report.

ing led by God and he gives you a direct command to do something, it's not up to you to do it or not to do it," Dawson said of the incident.

Generals... that using the... unheard of but that it has been generally used to allow legislators to participate in bill signings before they leave town at the end of a legislative session.

"Sometimes the House gets it right," Guzzone said.
ovetta.wiggins@washpost.com

Josh Hicks contributed to this report.

THE DAILY QUIZ

2016 PostPoints Scavenger Hunt

What are greasies, mentioned in Jane Black's article on Appalachian cooking in today's Food section?

Catch Olney's new play about a tennis star
Who wants his wife's money, no holds barred.
Enter Inspector Hubbard and a mystery writer
Who will solve the case, a real nail-biter?

Who plays Scotland Yard's Inspector Hubbard in *Dial 'M' for Murder* at Olney Theatre Center?

(Hint: Visit OlneyTheatre.org for the answer.)

On your mark, get set...
Buy tickets to *Million Dollar Quartet*.
You'll twist and shout, sing and groove
To *Great Balls of Fire* and *Blue Suede Shoes*.

On what day can you catch a recreation of the famous jam session of rock 'n' roll icons Jerry Lee Lewis, Elvis Presley, Carl Perkins and Johnny Cash at Washington, DC's Warner Theatre?
(Hint: Visit WarnerTheatreDC.com for the answer.)

PostPoints

Not a PostPoints member yet?
It's free. Sign up and get rewarded.
washingtontpost.com/postpoints

EARN 5 POINTS: Find the answer, and then go to washingtontpost.com/postpoints. Quizzes to enter the correct response.

EARN 5 POINTS AND A CHANCE TO WIN GREAT PRIZES. Answer our Scavenger Hunt questions, then go to washingtontpost.com/postpoints and click "Quizzes" to enter your responses.

The Washington Post

SUBSCRIBER FEEDBACK

“I am so happy that I took advantage of the opportunity accorded me as a WaPo Platinum subscriber to become a PostPoints participant. I cannot believe I won tickets to Arena Stage! This is incredible. Also, I appreciate the points. I am going to order one of those Washington Post tote bags because I want to advertise the Washington Post whenever I go shopping!”

SUBSCRIBER FEEDBACK

“I wanted to take a moment to thank you and tell you what a wonderful time we had last night at the show. I wasn't expecting some of the best seats in the house because I had won the tickets, but they were fantastic! I can't thank The Washington Post and Shakespeare Theatre enough for a truly magical evening. This was the highlight of my year!”

Rockford Register Star

Total AAM Circulation: 36,000

AT A GLANCE

Goal:

To improve home delivery service

Target Audience:

DMs & Newspaper independent contractor carriers

MEASURED RESULTS

The campaign achieved its objectives and was the first important step to change culture to that of full accountability of carriers and DMs.

2014 Service	2016 Service	Improvement in Poor Service Stops
19 CPM	3.6 CPM	63%

About the Campaign- The 20/20 Plan

The newspaper had a reputation for providing poor service to its home delivery customers. In August of 2014, the Register Star took back its distribution operations from a third party distributor. Even though the contractor struggled to improve delivery quality service, the move pulling operations back in-house proved very challenging.

Beginning in May 2015, a new service initiative was launched, "The 20/20 Plan." Specifically, the plan called to improve the service of its "worst 20%" of carriers by at least 20% every month.

The data were very clear that the bottom 20% of carriers were not held accountable. In fact, they produced **more than triple** the average complaints.

The goal was to hold carriers and DMs accountable to improve service every month. The key deliverable was combined service, measured as complaints per thousand, of the bottom 20% of all carriers. If performance of worst carriers could improve, overall service improves. A deep data dive proved this process.

Execution was key. It was completed through staff turnover, carrier terminations, DM training, carrier complaint penalties, and realignment of structure, improved consistency of service, focus on accountability, and improved motivation and morale.

Rockford Register Star

20/20 Plan - Service Results

District	Bottom 20% CPM		Total CPM	
	Beginning	Ending	Beginning	Ending
1	21.4	10.0	7.1	3.8
2	17.0	6.3	5.3	2.9
3	38.4	15.4	12.5	7.5
4	11.5	11.5	5.0	4.5
5	18.8	7.9	6.2	3.0

Service results measured as complaints per thousand beginning Period 7 2015 and ending Period 12 2015.

Total CPM improved in all districts as the result of significantly improving service of the worst 20% of all carriers.



Total AAM Circulation: 90,000

AT A GLANCE

Goal:

Improve loyalty and promote digital activation through a holistic customer lifecycle management curriculum.

Target Audience:

Active subscribers with valid, deliverable emails throughout the customer journey.

MEASURED RESULTS

Most notably, non-renewal stops are down 53% versus the prior year since the implementation of the LEAP customer lifecycle management curriculum

Emails	Saves	Non-Pay Stops
77,570	1,242	-53% vs LY

About the Campaign

For the Albany Times Union, the LEAP customer lifecycle management curriculum is, by definition, an integrated course of action based on a schedule automated communications, processes and best practices designed to drive long-term loyalty.

This includes utilizing targeted email, direct mail and telemarketing to communicate with subscribers on a regular basis, rather than once their subscription renewal comes due.

The approach leverages customer relationships and data maintained in a rich audience database to drive relevant communications aimed at promoting brand engagement, newsletter enrollments, and yes – renewal and retention.

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TIMES UNION



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TIMES UNION

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TIMES UNION

[Editorial: End judge's license](#)



[Colonie cop in murder-suicide kept tight control of wife](#)



[Colonie police officer, wife and son presumed dead in house fire](#)



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[Register Today!](#)

timesunionPLUS includes:

- Optimized versions for tablet, smartphone and laptop computers
- Exclusive content unavailable in the printed edition
 - Custom searches
- Article sharing with friends or family
 - Offline reading
- Free for current subscribers!





Total AAM Circulation: 143,043

AT A GLANCE

Goal:

Get our Plus subscribers to activate their digital access and drive e-edition usage during the inclement weather.

Target Audience:

N&O subscribers

MEASURED RESULTS

Email Open Rate	Click-Throughs	Activations
36.2%	5.8%	756

About the Campaign

Email sent out to all print subscribers to alert them to possible delivery delays and to encourage them to use the e-edition during the inclement weather. The email provided a link to the e-edition and a link to activate.

Subject line: Weather Alert

newsobserver.com



knowing is better



WE'VE GOT YOU COVERED!

Activate your digital access.



Meteorologists are forecasting inclement weather in the next couple of days. This could lead to delivery delays on some News & Observer routes, or you may simply want to remain indoors a bit longer than usual in the morning. So, please stay informed during inclement weather with N&O digital access on your tablet, smart phone and computer! Access photos, videos, road closures, school delays and the stories behind local weather events.

You can get text alerts and email updates; and you'll have unlimited access to our [website](#), [mobile apps](#) and the print-replica [e-edition](#).

Activate now so you'll be prepared.

Click to activate



AT A GLANCE

Goal:

- One to one customer communications
- Reduce expenses by only communicating with customers truly at risk
- Providing more qualified targets for our vendors

Target Audience:

Active subscribers in grace period

MEASURED RESULTS

6%

lift in telemarketing
vendors close rate

To date, seeing an increase
in overall renewals (-.38%
lift in November, +4.72% lift
in December)

About the Campaign

The Columbus Dispatch partnered with Mather Economics to analyze their subscriber's payment behavior for an individualized approach to grace communications. Instead of basing grace communication efforts (telemarketing and email) off of the individuals end of grace date, Mather identifies each subscriber's typical payment window based on their renewal history. The Columbus Dispatch then targets the communications only to customers who are past their payment window. Exceptions are customers without a payment history or chronically non payment history.

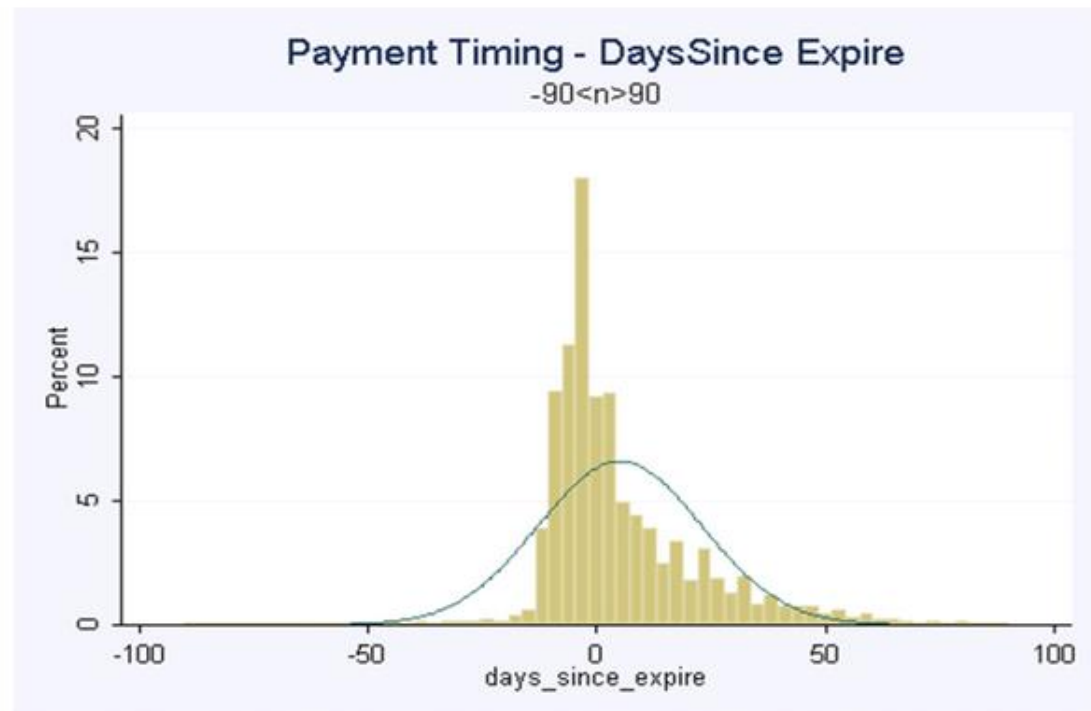
- Use payment history to identify when individual subscriber is at risk vs. a point in time in grace period.
- Deliver grace touch point at the individual's "at risk" point

Payment data from January, 2012
through April, 2015

1,571,176 total observations (payments)

168,229 unique accounts

Only NONEZ accounts



THE SACRAMENTO BEE

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Total AAM Circulation: 298,097

AT A GLANCE

Goal:

To drive subscribers to activate their digital account.

Target Audience:

Print+Digital subscribers that had not yet activated their digital account.

MEASURED RESULTS

Time Frame	# Activations	CPO
6 wks	5,627	\$.07

About the Campaign

This campaign was geared to drive subscribers to activate their account and to engage subscribers with our digital products. Message: Explore More with your subscription! Access your account and you'll be entered to win an Apple Watch. This promotion was for 3 properties (Sacramento, Modesto and Merced). Full marketing promotion for 6 weeks (P7-P8), including print and online ads, email blasts, social postings, rack cards, dealsaver FREE deal, as a contest on our Loyalty site, and fliers at all events including State Fair & Publishers Tour. Promotion was based on newly redesigned products and the "Explore" sections.

THE SACRAMENTO BEE

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THE SACRAMENTO BEE

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The Washington Post

Total AAM Circulation: 551,360

AT A GLANCE

Goal:

Increase percentage of subscribers that are on auto-payment to drive retention.

Target Audience:

Active print subscribers who have currently not provided a credit card for recurring charges.

MEASURED RESULTS

\$3.50

Saved per subscriber per year

20.5%

Reduction in stops on expiration (YoY)

5%

Conversion rate of delinquent subscribers per week.

About the Campaign

- Quarterly email campaigns with a \$10 gift card offer for enrollment.
- Incentives of \$5-10 off outstanding bills for enrollment as part of soft collection call program.
- 500 loyalty points with PostPoints for enrollment.
- In-paper ads for Easy Pay enrollment.
- Bill inserts with \$10 Visa gift card offer.
- New subscribers can sign up for Easy Pay and receive a \$10 Visa gift card.

The Washington Post

(Email)

The Washington Post

SIGN UP FOR EASY PAY

Enroll in Easy Pay today and get a \$10 Visa Gift Card

REDEEM OFFER →



Why pay your bill with Easy Pay

It's Convenient.
It's Automatic.
It's Green. Easy Pay on time, every time!

Hurry! This spe


The Washington Post

Sign Up for Easy Pay Today

Sign Up for Easy Pay and Receive a \$10 Visa Gift Card

How it works: when you sign up for Easy Pay, your credit card will be automatically charged on a regular basis for your Washington Post subscription service.

- Go Green! The environment will thank you for saving all those envelopes, bills and checks.
- Your rewards: more time for yourself, less money spent on postage and a FREE Visa Gift Card



ENTER DELIVERY INFO

(Landing Page)

(Bill Insert)



Do something "green" ...
And reward yourself!

Sign up for convenient Easy Pay -
Receive a \$10 Visa prepaid card

Easy Pay is a free service and automatically charges your credit card for your subscription to The Washington Post at each billing period. No more paper bills! No more envelopes! No more stamps!



Sign up now!
Sub.wpsubscribe.com/green

Or call 1-800-304-6738
Or fill out this form and return along with your credit card payment.



YES!
Sign me up for Easy Pay and send me my Visa Prepaid Card!
IMPORTANT: Please print your name, account number and e-mail address below and complete the credit card information on your invoice. **Mail this form back with your invoice to receive your Visa Prepaid Card.** For faster service, sign up online or by phone!

The Washington Post

Total AAM Circulation: 551,360

AT A GLANCE

Goal:

The activation fee was implemented as a retention tactic to deter subscribers from stopping and re-starting their subscriptions.

Target Audience:

Current active subscribers and prospects.

MEASURED RESULTS

Response Rates with activation fee vs. without activation fee.

Direct Mail Response Rates				
Former subs < 6 months	6 months - 1 yr	1 yr - 2 yrs	2+ yrs	
with fee	1.13%	0.69%	0.29%	0.14%
without fee	1.75%	0.54%	0.37%	0.15%

About the Campaign

In June 2015, The Washington Post implemented a \$4.95 activation fee on new subscriptions or those that have stopped within the past 30 days.

The activation fee was tested in direct mail and copy was added in the disclaimer and below the offer.

Tests showed a negative effect in the most recent former subscribers, and almost no variance in longer term former subscribers.

The fee was applied to all acquisitions channels across the board.

The Washington Post

Special Winter Savings: 79¢ Sundays.



SPORTS



The Washington Post
MAGAZINE



Travel



Arts&Style

Start your Sunday with the ease of home delivery. Unwind...and enjoy The Sunday Post in its original, touchable, comics-in-color, pass-it-around form. Plus, you'll receive unlimited digital access — all day, every day — because not every day is a Sunday.

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► Expires: January 8, 2016

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Offer only valid in limited locations within The Post's 7-day home-delivery service area. New subscribers who have not been a Post subscriber for the past 30 days. You will be charged a one-time payment for the initial 52-week subscription period. You may be charged a \$4.95 activation fee at the end of the 52-week period, your subscription will continue and you will be billed or your credit card will be charged every 8 weeks at the home-delivery rate unless you contact The Washington Post. All Sunday-only subscriptions include delivery on Thanksgiving Day. Your invoice will also include the average transportation cost for home-delivery subscriptions across all delivery areas of 14¢ daily and 49¢ Sunday. Unless otherwise stated, your subscription does not include TV Book. Actual costs for some areas and offers may differ. You will be charged applicable sales tax. Offer expires 1/8/16 and cannot be combined with any other Washington Post reduced-price home-delivery sales offer. Other restrictions may apply. ©2015, The Washington Post.

▲ Detach here and mail this portion in the postage-paid envelope enclosed ▲

The Washington Post

If you don't get it, you don't get it.

YES, I want to save up to 85% on the newsstand rate!

CHECK ONE	SUBSCRIPTION TYPE	SPECIAL 52-WEEK RATE	SAVE
<input type="checkbox"/>	Sunday-only	79¢/week	74%
<input type="checkbox"/>	7-day home-delivery	79¢/week	85%

New subscriptions are subject to a \$4.95 activation fee.

Please charge my: VISA MASTERCARD AMERICAN EXPRESS

CURRENT ACCOUNT # _____ CURRENT EXP. DATE _____

SIGNATURE _____

HOME PHONE (____) _____ WORK PHONE (____) _____

E-MAIL _____

Please bill me. XXXX XXXX



Ideas That Work:

Community Engagement

Total AAM Circulation: 165,000

AT A GLANCE

Goal:

Drive engagement and public awareness of Hometown Heroes

Target Audience:

Print and digital readers of the Hartford Courant using LEAP's audience segmentation and digital marketing system

MEASURED RESULTS

The initiative has been the most successful community engagement initiative undertaken by the Courant and placed the Courant at the center of community discussion in highlighting untold stories of local heroes.

Pageviews	Content Pages	Nominations
+30,000	+100	+100

About the Campaign

In 2015 The Courant honored the unsung heroes in our communities by telling the stories of those who make a difference every day – teachers, coaches, nurses and others.

These are the men and women who rarely grab the spotlight, but who change lives for the better with hard work, compassion and insight. Each month will revolved around a themed area of focus with stories that had strong resonance in both the digital and print realms.

The aim was to drive engagement in the content through a multi-platform content marketing campaign across Social Media, Email, Web and in Print. Nominations were solicited from the community and the stories were to be published at the end of each month in a special digital presentation and a special section in print.



Hartford Courant
27 August 2015 · 🌐

When Kevon Johnson moved from Jamaica to Hartford, he found that fresh, nutritious food was hard to get and that his relatives were resorting to the cheap fast food that seemed to be everywhere.

Johnson's concern for his relatives' health and deep-thinker questions about obesity eventually led him to Grow Hartford.



Local Teen Fights For Food Justice In Hartford

HARTFORD — Before he took his first bite of chicken here, Kevon Johnson had been giddy about leaving Jamaica and settling with his mother and sisters in Hartford's North End.

COUR.AT | BY HARTFORD COURANT

Like Comment

1,339 people like this.

559 shares

Hartford Courant MY ACCOUNT ▾ OBITUARIES ▾ DIGITAL EDITION NEWS ▾ VIDEO ▾ SPORTS ▾ BUSINESS ▾ OPINION ▾ MORE

2016 Hometown Heroes

The Courant in 2016 is again honoring unsung heroes in our communities by telling the stories of those who make a difference every day – teachers, coaches, nurses and others. These are the people who rarely grab the spotlight, but who change lives for the better with hard work, compassion and insight.

You shared so many great stories in 2015 that we decided to do it again. We want you to help us find these heroes. Chances are you know someone who fits the description. Let us know who they are by filling out the form below, or send an email to heroes@courant.com. Choose a theme and a category, and tell us about your nominee in 150 words or less. Please provide your contact information so we can get in touch if your nominee is selected.

Monthly Themes

- ▶ **January | Innovators**
Using science and technology to better our world.
- ▶ **February | Good Neighbors**
Working to improve communities and the lives of neighbors.
- ▶ **March | Health Care**
Doctors, nurses, aides and others.

The **CHOICE** is clear, get a Travel Guard® travel insurance plan for your next trip

[GET A QUOTE](#)

GOODSPEED MUSICALS 2016 SEASON

The Goodspeed • East Haddam
The Ferris Theatre • Chester

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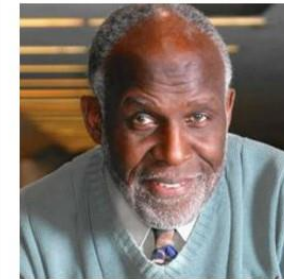
[Click here](#)

SEASON TICKETS START AT JUST \$108!
1-Show Package at The Goodspeed

Salute the hometown heroes in your life | [View in browser](#)

Hartford Courant

The Courant is honoring unsung heroes in our communities by telling the stories of those who make a difference every day – teachers, coaches, nurses and others. These are the people who rarely grab the spotlight, but who change lives for the better with hard work, compassion and insight.



Hometown Heroes

Making A Difference Every Day

We want you to help us find these heroes. Chances are you know someone who fits the description. Let us know who they are.

[Nominate Your Hero](#)

On the last Sunday of every month this year, The Courant will publish a section profiling hometown heroes. [Click to read all Hometown Heroes profiles](#)

Upcoming Hometown Heroes themes include:

- March 29 — Health Care: Doctors, nurses, aides, end-of-life care, etc.
- April 26 — Arts in the Community

Not a subscriber? [Click here to get the Hartford Courant and read all about our Hometown Heroes!](#)



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Read the Hartford Courant — anytime and anywhere.



iOS » Android »



knowing is better

Total Promotion Reach: 5,000+

AT A GLANCE

Goal:

Subscriber acquisition email list generation

Target Audience:

Local Harris Teeter shoppers who do not subscribe to The News & Observer

MEASURED RESULTS

Total Entries	Email Open Rate	New Email Addresses
5,072	14.07%	2,903

About the Campaign:

The N&O partnered with popular local grocery store chain, Harris Teeter for this promotion.

Users were invited to enter to win a \$200 Harris Teeter gift card by submitting an online form with their name, email address and zip code.

Harris Teeter provided the gift card and shared the contest info and entry link on their main Facebook page, which doubled the number of entries we normally receive.

Included:

- Main contest creative
- Email Blast



knowing is better



THANKSGIVING
DINNER
IS ON US!



Enter to win a
\$200 Harris Teeter
gift card!

.....
November 9 - 24



newsobserver.com
N&O
knowing is better

f t i



Cutest Kid With Santa
PHOTO CONTEST

win **\$100**
from Crabtree Valley Mall

CRABTREE VALLEY MALL newsobserver.com triangle mom2mom

Cutest Kid with Santa Photo Contest!


Share your child's best photo with Santa for a chance to win a Prize Pack featuring a \$100 Crabtree Valley Mall gift certificate plus gifts from The N&O, Triangle Mom2Mom and more!

Entry period ends December 6.

Enter to Win!



THANKSGIVING
DINNER
IS ON US!



Enter to win a
\$200 Harris Teeter
gift card!

November 9 - 24

Thanksgiving Dinner's On Us!
Enter to win a \$200 Harris Teeter gift card from
The News & Observer!

Ends November 24.

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PalmBeachPost.com

AT A GLANCE

Goal: Create a “Best of” template to generate audience & revenue

Target Audience:

Palm Beach County residents

MEASURED RESULTS

The content has generated excellent traffic and the advertisers could not have been happier

Visits	PV	Rev.
16k	35k	\$5k

About the Campaign

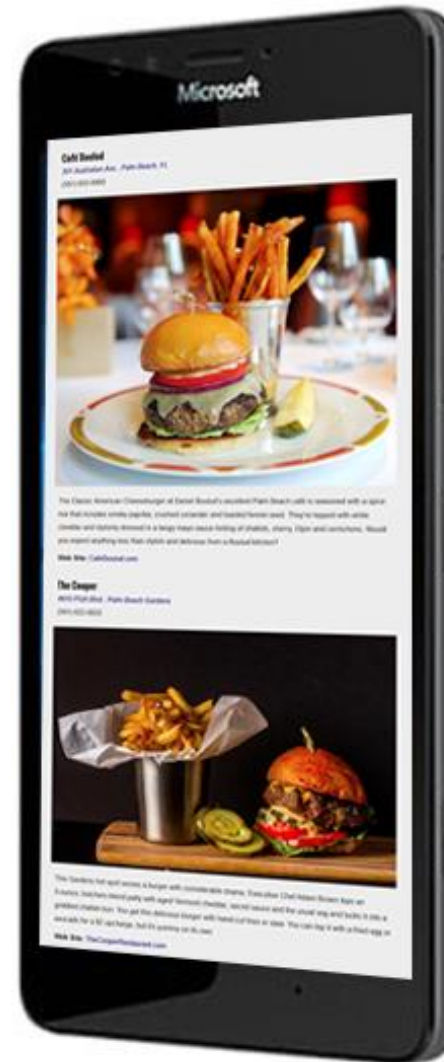
The initial idea was to capitalize on the interest we have for our local food related content. We wanted the design to be mobile optimized, seo friendly and offer opportunities for advertising to sell into.

The format was a success as it generated more traffic than our usual story format. It’s also proven to be great evergreen content.

Promotion was across Facebook, E-mail, Print and Twitter.

We have since used the template for several other “Best of” topics

PalmBeachPost.com



THE SACRAMENTO BEE

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Total AAM Circulation: 298,097

AT A GLANCE

Goal:

To implement one efficient, cohesive and robust NIE website that 3 properties (Sacramento, Modesto & Merced) could utilize and that could be easily updated.

Target Audience:

NIE teachers, students and parents.

MEASURED RESULTS

Annual Cost

\$299

WordPress Business
+ Domain Mapping

2016 Results

+24,600

Avg. Students
per day (3 properties)

About the Campaign

This initiative began with the roll up of Modesto and Merced's Audience into Sacramento. NIE now had 3 websites to maintain and 2 different naming conventions. With one person now managing 3 properties, we had to be more resourceful and efficient. Thus, in an effort to create one cohesive, robust and responsive site for teachers, students and parents, along with one name, a reimagining effort was discussed and implemented. The naming convention was decided, new logo was created, new custom URL was selected, and a new website designed through WordPress. This new site needed to be easy to navigate, easy to update along with having a fresh new look. We worked with MI to create one page for all 3 papers to login the specific properties e-Edition. There was one place for all teachers to sign up and all the teachers, parents and students could access all information on the site. To engage and connect with teachers on different mediums, social media channels were also set up for NIE; Facebook, Twitter and Pinterest. The ordering, logging in, and accessing information is done with ease and updating one site is simple and can be done effectively and efficiently.

THE SACRAMENTO BEE

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NEWS IN EDUCATION
SACRAMENTO • MODESTO • MERCED

HOME TEACHERS STUDENTS PROGRAMS BLOG SUPPORT NIE ABOUT LOGIN

TEACHERS - ORDER YOUR 2015-2016 SUBSCRIPTION HERE!

Be a student for one day - sign up today and save! Full price \$179 - get now for only \$139 - use code BEE

HOW MUCH CAN YOU LEARN IN JUST ONE DAY?
A LOT!

Be a student for one day - sign up today and save! Full price \$179 - get now for only \$139 - use code BEE

WELCOME TO THE NEWS IN EDUCATION (NIE) WEBSITE FOR THE SACRAMENTO BEE, THE MODESTO BEE AND THE MERCED SUN-STAR. WE ARE PLEASED TO PROVIDE TEACHERS, STUDENTS AND PARENTS WITH A WIDE VARIETY OF RESOURCES THAT WILL HELP PROMOTE LITERACY IN A FUN AND INTERACTIVE WAY.

Our NIE program provides the e-Edition (digital newspaper) to teachers, special projects based on important themes, lesson plans, and innovative activities relevant to students and teachers in the Sacramento, Modesto and Merced regions.

[Order your 2015-2016 Educational Subscription here!](#)

CONTESTS / PROGRAMS / EVENTS

Mark your calendars for these fun and educational contests and programs:

- Water Spots Video Contest (Aug 2015 - April 2016)
- California Central Valley Spelling Bee (Oct-2015 - March 2016)
- The Great Create - Sports Journalism Contest (October - December 2015)
- The Great Create - STEM Contest (March - Date TBD)
- What's Growin' On? special supplement (March 2016)

WE NEWSLETTER SIGN UP

Click to receive newsletters and news posts by email.

Sign Up

News in Education Program

Our NIE Projects & Conte...
Common Core
Reading & Literacy
Technology for Kids

e-Edition

NEWS IN EDUCATION
SACRAMENTO • MODESTO • MERCED
nie4u.com

Select Publication:
 Sacramento
 Modesto
 Merced
 Fresno
 SLO

Welcome to The Sacramento Bee e-Edition.

This e-Edition login page is for teachers and students with an educational subscription to The Bee. You may use this login page to access the e-Edition from any computer, including home computers. (E-Edition readers with a non-educational subscription should login at www.sacbee.com/e-edition.)

Type your School and City:

Password:

Computer Tablet

THE SACRAMENTO BEE
Reservoirs step up flood-safety flow
Chilton eyes Trump, Cruz on terrorism fight
EVERY FLOOR

Coding for
Art Projects
On Teaching Art: Organizing Curriculum



THE SACRAMENTO BEE

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Total AAM Circulation: 298,097

AT A GLANCE

Goal:

To implement a fundraising program to support our News in Education programs.

Target Audience:

All subscribers and general public.

MEASURED RESULTS

Results for all 5 properties

Time Frame	# Orders	Revenue
3 mos	796	\$11,700


About the Campaign

This campaign was geared to generate funding for our NIE programs. We partnered with a publisher to sell The Four Seasons of Yosemite book; publisher received \$14/each book and NIE Fund received \$14.57/each book sold. This program was implemented in the West Region properties (The Sacramento Bee, The Fresno Bee, The Modesto Bee, San Luis Obispo Tribune and the Merced Sun-Star). Customers purchased the book at our online store and we shipped out the books from Sacramento. This was a full marketing campaign (with both a general and holiday theme) including print and online ads, email blasts, social postings, we also had a contest on our Loyalty site, fliers at all events.

THE SACRAMENTO BEE

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Celebrate the 125th anniversary of
YOSEMITE



Enjoy the beauty of Yosemite every day!
View more than 100 stunning photographs in this beautiful hardcover coffee table book, *Four Seasons of Yosemite: A Photographer's Journey*, by Los Angeles Times photographer Mark Boster. Also includes a special Yosemite documentary DVD narrated by Robert Redford.

COMPLETE FORM AND SEND TODAY!
or order online at sacbee.com/yosemite
Allow 2 weeks for order processing/delivery.

Yes, I'd like to order the Four Seasons of Yosemite Book

Ship my book(s) at \$37.00 each (includes tax and shipping). Allow 2 weeks for order processing/delivery. Quantity _____ x \$37.00 = \$_____ total

Payment: Check VISA MasterCard AMEX Discover

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____
Card # _____ Exp Date _____
Signature _____

Send form and payment to: The Sacramento Bee c/o News in Education
Box 15779, Sacramento, CA 95852 (SB-NIE)

Proceeds support The Bee's News in Education program.

THE SACRAMENTO BEE
Stay Connected » sacbee.com

Give the gift of picturesque Yosemite!



Get this collectable book for yourself or a friend - just in time for the holidays!
This hardcover coffee table book includes over 100 stunning photographs of Yosemite and a special documentary DVD narrated by Robert Redford.

COMPLETE FORM AND SEND TODAY!
or order online at sacbee.com/yosemite
Allow 2 weeks for order processing/delivery.

Yes, I'd like to order the Four Seasons of Yosemite Book

Ship my book(s) at \$37.00 each (includes tax and shipping). Allow 2 weeks for order processing/delivery. Quantity _____ x \$37.00 = \$_____ total

Payment: Check VISA MasterCard AMEX Discover

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____
Card # _____ Exp Date _____
Signature _____

Send form and payment to: The Sacramento Bee c/o News in Education P.O.
Box 15779, Sacramento, CA 95852 (SB-NIE)

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THE SACRAMENTO BEE
Stay Connected » sacbee.com

THE SACRAMENTO BEE

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ORDER HERE

View more than 100 stunning photographs in this beautiful hardcover coffee table book, *Four Seasons of Yosemite, A Photographer's Journey*, by Los Angeles Times photographer, Mark Boster. Also includes a special Yosemite documentary DVD narrated by Robert Redford.

ONLY \$37⁰⁰ **Book + DVD**
includes tax & shipping

Proceeds support The Bee's News in Education program.

ORDER THIS BEAUTIFUL COFFEE TABLE BOOK TODAY!

THE SACRAMENTO BEE

Stay Connected >> sacbee.com

Total AAM Circulation: 298,097

AT A GLANCE

Goal:

To implement a fundraising program to support our News in Education programs.

Target Audience:

All subscribers and general public.

MEASURED RESULTS

Time Frame	Tickets Sold	Revenue
2 mos	506	\$20,000

About the Campaign

This campaign was geared to generate funding for our NIE programs. We partnered with One Day University to host the first seminar in Sacramento to bring four award-winning processors to speak about politics, psychology, astronomy and film. Ticket prices ranged from \$79-\$179 and NIE would get 50% of the gross profit. This promotion had a full marketing campaign which included print and online ads, email blasts, social postings, mentions in the NIE newsletters, write up in The Bee, there was also a contest on our Loyalty Site and fliers at all events.

THE SACRAMENTO BEE

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"Like Fantasy Camp for the Academic Minded..."

- The New York Times


THE SACRAMENTO BEE
Stay Connected » sacbee.com

PRESENTS
ONE DAY UNIVERSITY

THE SACRAMENTO BEE and ONE DAY UNIVERSITY are bringing together professors from the finest universities in the country to present special versions of their very best lectures - LIVE.

Every university has a few professors who are wildly popular. At One Day U we work closely with these professors to develop the most engaging talks that inform and inspire our adult "students-for-a-day." The professors listed below have won dozens of teaching awards and earned the highest possible ratings from their students on campus. Now they're coming to Sacramento for a truly unique and exhilarating day. At One Day U there are no grades, no tests, no homework - just the pure joy of lifelong learning!

ONE DAY UNIVERSITY - SUNDAY, NOVEMBER 1

9:30am to 10:45am	 Political Science The Five Most Powerful People in the World William Burke-White / University of Pennsylvania Levin Award and the Gorman Award for Excellence in Teaching
11:00am to 12:15pm	 Psychology Positive Psychology: The Science of Happiness Emiliana Simon-Thomson / University of California Berkeley Science Director of Greater Good Science Center
Lunch Available for Purchase: 12:15pm - 1:15pm	
1:15pm to 2:30pm	 Astronomy What We Know About the Universe (and What We Don't Know) David Helfand / Columbia University Presidential Teaching Award and a Great Teacher Award from the Society of Columbia Graduates
2:45pm to 4:00pm	 Film 4 Films That Changed America Marc Lapadula / Yale University Outstanding Teaching Award, James Hopkins

Sunday, November 1
9:30am-4:00pm

Crowne Plaza
Sacramento Northeast
5321 Date Avenue
Sacramento, CA

Full Price \$479
First 100 Students
to Register Pay Only

\$99

Use code BEE

Register Now for this **LIVE** Event

A portion of the proceeds will support The Bee's News in Education Program.



THE SACRAMENTO BEE
Stay Connected » sacbee.com

Register Today To Lock In Your Discount For This Remarkable Event
OneDayU.com/bee or 800-300-3438

Sign-ups have opened for One Day University

BY CATHY LOCKE
clocke@sacbee.com

Sacramento-area residents who would like to relive the college experience, but without the term papers and exams, can sign up for the One Day University.

Sponsored by the The Sacramento Bee, the Sunday, Nov. 1, event will feature four award-winning professors presenting talks on politics, psychology, astronomy and film.

One Day University programs are offered in cities throughout the United States. The cost is \$179 per person, and proceeds from the Sacramento event will help support The Bee's News in Education program.

It will be held from 9:30 a.m. to 4 p.m. at the Crowne Plaza Sacramento Northeast, 5321 Date Ave., near Interstate 80 and Madison Avenue in the Foothill Farms area.

Participating professors are:

• William Burke-White of the University of Pennsylvania, speaking on "The

Five Most Powerful People in the World." Burke-White served in the Obama administration from 2009 to 2011 on Secretary of State Hillary Clinton's policy planning staff.

• Emiliana Simon-Thomson, science director of the Greater Good Science Center at UC Berkeley, speaking on "Positive Psychology: The Science of Happiness."

• David Helfand of Columbia University, an astronomer and president of Quest University, speaking on "What We Know About the Universe (and What We Don't Know)."

• Marc Lapadula, a senior lecturer in the film studies program at Yale University, speaking on "4 Films That Changed America." Lapadula is a playwright, screenwriter and film producer.

For more information or to register for the Nov. 1 event, visit the One Day University website, <https://onedayu.com/events/detail/257>.

Cathy Locke:
916-321-5287, @lockecathy

**ANN
BERKELEY
Lunch
COLUMBIA
YALE**

THE SACRAMENTO BEE
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PRESENTS
ONE DAY UNIVERSITY

THE SACRAMENTO BEE and ONE DAY UNIVERSITY are bringing together professors from the finest universities in the country to present special versions of their very best lectures - LIVE.

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A portion of the proceeds will support The Bee's News in Education Program.



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Register Today To Lock In Your Discount For This Remarkable Event
OneDayU.com/bee or 800-300-3438



Ideas That Work: Upgrades

THE SACRAMENTO BEE

Stay Connected >> sacbee.com

Total AAM Circulation: 298,097

AT A GLANCE

Goal:

To drive print only subscribers to add digital to their subscription.

Target Audience:

Print only subscribers.

MEASURED RESULTS

Time Frame	# Orders	CPO
12 wks	506	\$.00

About the Campaign

This campaign was geared to drive current print only subscribers to add digital to their subscription for 38¢ per week. The messaging included a bold one-word headline, the pricing: Just 38¢ per week, imagery of our digital products, with a slogan of “Read the news more ways!” along with a strong call to action “Add digital to your subscription today!” This was promoted in P10-P12, and included a series of 12 email blasts. Each email had a different creative with a specific theme that promoted a particular digital feature.


THE SACRAMENTO BEE

Stay Connected >> sacbee.com

THE SACRAMENTO BEE

Thrilling

Just 38¢ per week



Add digital to your subscription today ➔

Read the news more ways!
Add digital to your subscription to gain unlimited access to The Bee's news and information via online and mobile at a great low price!

Get unlimited access to:


- Daily Sports Extra section only available in the e-Edition
- Real time news updates
- Hundreds of databases to search
- Photo galleries & videos
- Daily digital replica of The Bee

Add digital to your subscription today ➔

THE SACRAMENTO BEE

Tempting

Just 38¢ per week



Add digital to your subscription today ➔

Read the news more ways!
Add digital to your subscription to gain unlimited access to The Bee's news and information via online and mobile at a great low price!

Get unlimited access to:


- Holiday meal tips, recipes & more!
- Real time news updates
- Hundreds of databases to search
- Photo galleries & videos
- Daily digital replica of The Bee

Add digital to your subscription today ➔

THE SACRAMENTO BEE

Touching

Just 38¢ per week



Add digital to your subscription today ➔

Read the news more ways!
Add digital to your subscription to gain unlimited access to The Bee's news and information via online and mobile at a great low price!

Get unlimited access to:

- Interesting & informative stories
- Real time news updates
- Hundreds of databases to search
- Photo galleries & videos
- Daily digital replica of The Bee

Add digital to your subscription today ➔

The Washington Post

Total AAM Circulation: 551,360

AT A GLANCE

Goal:

To gain incremental Sunday circulation and revenue by upselling existing local digital subscribers

Target Audience:

Full price digital-only subscribers in our local delivery market on credit card auto-renew

MEASURED RESULTS

Early results from a test group show a 1% response rate to the campaign.

About the Campaign

After a year of selling digital-only subscriptions to The Post, we saw an opportunity to upsell the Sunday paper to gain print circulation and revenue. While the number of local readers who purchased a digital-only subscription is small relative to our national digital-only subscribers, the print revenue associated with a Sunday subscriber made it worth the effort to try to upsell the digital-only subscriber. The Digital plus Sunday campaign promotes to a local digital-only subscriber the ability to add the Sunday paper for a nominal added cost. The circulation revenue expected from the Sunday add-on is not expected to be material; the revenue gains come from the incremental print advertising revenue.

The Washington Post

Campaign email creative

The Washington Post

Our award-winning
SUNDAY PAPER.
Yours for an extra \$1/month.

Upgrade your digital subscription to include our Sunday print edition! It's the perfect option for getting your news on the go—without missing out on more leisurely weekend reading. And it's all yours for just an extra \$1/month.

You'll start receiving the Sunday print edition on the next available Sunday after you upgrade. Your new subscription rate will appear on your next credit card charge.



UPGRADE TODAY


©2015 The Washington Post.
Offer valid for new subscriptions only. Other restrictions may apply.
You received this Special Offer e-mail because you are a current subscriber to The Washington Post.
[Unsubscribe](#) from Washington Post Special Offer emails.
The Washington Post 1150 15th St NW Washington DC 20071

Campaign landing page

Sections

The Washington Post

Get The Washington Post Sunday delivery!



Add the Sunday Washington Post to your existing digital subscription for only \$1.00 more per month.

Just enter your delivery address and we'll add the Sunday Post to your digital subscription. It's that easy.

Sign in

Or sign in another way

Enter your e-mail address

Enter your password

[Sign in with Amazon](#)

[Sign in with Facebook](#)

[Forgot your password?](#)

Sign in

THE SPOKESMAN-REVIEW

Total AAM Circulation: 71,873

AT A GLANCE

Goal:

To upgrade Sunday Only subscribers to add Wednesday and Saturday in a very cost efficient campaign.

MEASURED RESULTS

Sent
1,371

Opened
554

Conversion rate
14%

Upgraded
190

About the Campaign:

We created an email linked to a simple form. When the subscriber clicked on the “yes” button, the form appeared and was pre-populated with the subscriber information. Responding was as simple as clicking “submit.”

THE SPOKESMAN-REVIEW

You are receiving this email, as a Spokesman-Review subscriber, with important delivery information.

[View this email in your browser](#)

THE SPOKESMAN-REVIEW

Subscriber << Test Last Name >>
Account: << Test Subscription ID >>

Thank you for reading The Spokesman-Review.

Since grocers have moved their advertising to Wednesday, readers tell us this is one of their favorite issues. They use the ads to plan their shopping and save on their grocery budget. The Saturday issue is popular as well, with a mobile link to map out garage and yard sale listings, and car enthusiast's favorite - SpokesmanAuto.com.

While your current subscription package does not include Wednesday and Saturday delivery, we are pleased to upgrade your subscription to now include these days.

Most important, you will receive the additional days of service for the same price you pay now - guaranteed for a full year!

To add Wednesday and Saturday to your Sunday delivery, click the link below and we will upgrade your subscription immediately.

[Yes, please add Wed & Sat to my Sunday delivery!](#)

If you prefer not to receive Wednesday and Saturday with your Sunday delivery, there is no need to respond. Your delivery service will remain the same. If you have questions or wish to speak to a representative, please contact our Customer Service Department:

circ@spokesman.com or 800-338-8801
Monday-Friday 6 AM to 5 PM
Weekends 7 AM to Noon

Thank you again for subscribing to The Spokesman-Review.



Ideas That Work:

Single Copy Sales

Total AAM Circulation: 45,000

AT A GLANCE

Goal:

Finding new way not for just Circulation sales but for news and advertising to join in a team effort .

Target Audience:

For all audiences to get them engaged digitally.

MEASURED RESULTS

Testing two locations

**1st four weeks
sales increase**

20%

**2nd four weeks
sales increase**

17%

About the Campaign

We were looking at new ways to enhance our single copy sales, we have been looking at the digital displays. After looking at several options we decided to go with a more economically digital display. For testing purposes we purchased one display. We brought in one of our best selling customer Dunkin Donuts that own 16 locations in our market and showed them the display. They were immediately engaged and said we would like these at all our locations. We have a six impression rotation, Dunkin Donuts has two of impressions they are promoting their rewards and we four impressions with advertising selling one to a customer. Also we have our website and HD subscription offer on the rotation. We tested two, sales jumped 20% from these locations for single copy. In the future we will start sending breaking news to the display in real time.

THE PRESS OF ATLANTIC CITY



Total AAM Circulation: 154,724

AT A GLANCE

Goal:

Test impact of Sunday sales with multiple pre-register positioning in grocery category.

Target Audience:

Sunday grocery shoppers.

MEASURED RESULTS

# Stores	Overall Impact	Top 1/3 of Stores
30	+5%	+26%

About the Campaign

The current merchandising presence was assessed at all Kroger stores. Findings and various display examples along with solutions were presented to Kroger.

- Tested 30 stores with standard roll-away displays and positioning on Sunday.
- Improved early set up service gaining inside access to 37% more stores that were closed at the time of delivery.
- Supported merchandising efforts with two visits per store by merchandisers.

The top performing one-third of stores that showed overwhelming improvement in merchandising sold 26% more.

Positioning in the bottom performing one-third of stores was the same or worse than prior to the test.

THE TENNESSEAN

PART OF THE USA TODAY NETWORK

Before



After



Total AAM Circulation: 503,999

AT A GLANCE

Goal:

Permanent Sunday secondary display positioning near registers at QuikTrip and to strengthen retail relationship.

Target Audience:

Impulse buyer at convenience stores.

MEASURED RESULTS

25,000 bottles of water were donated during the eleven (11) week promotion.

Avg Sale	Annual Sale Gain	Annual Rev
+50	2,600	\$4,400

Quik Trip “Bottled Water” Cause Marketing Campaign

Developed a win-win-win scenario for long term position gain using a cause marketing promotion.

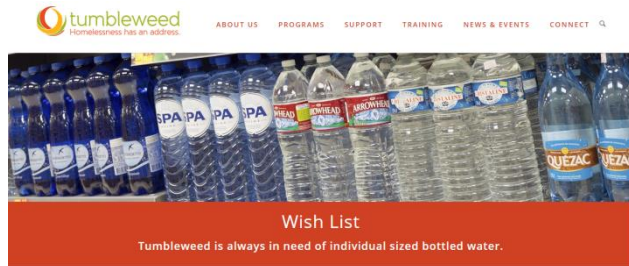
QuikTrip’s charity of choice which was a local charity called Tumbleweed. The charity’s greatest need was bottled water during the summer months.

For every Sunday Arizona Republic purchased at eighty-eight (88) Quik Trip locations, one bottle of water was donated to Tumbleweed. This offer was promoted in store using custom side panels for the secondary displays and cooler clings.

Walmart also participated by providing the bottled water for only \$.06 a bottle and free delivery to Tumbleweed. Permanent position was gained, local charity received help and retail relationship was strengthened.

THE ARIZONA REPUBLIC

PART OF THE USA TODAY NETWORK



TWEETS 831 FOLLOWING 1,174 FOLLOWERS 1,228 FAVORITES 76

Tumbleweed Center @TumbleweedYouth · Aug 1
ICYMI: Get yr Sunday Republic at QuickTrip! @azcentral donating water bottle 2Tumbleweed 4 each Sun paper sold at QT!



179 179 179

Tumbleweed Center @TumbleweedYouth · Jul 31
Get yr Sunday Republic at QuickTrip! @azcentral donating waterbottle 2Tumbleweed 4 each Sun paper sold at QT til Oct!



Total AAM Circulation: 185,982

AT A GLANCE

Goal:

Provide added value to the female shopper to persuade a Sunday newspaper retail purchase for four (4) different Gannett newspapers during the month of October, 2015.

Target Audience:

Grab the attention of the female grocery shopper.

MEASURED RESULTS

Sunday sales trend increased +2.5% at retail locations who received the bags in their newspaper compared to the other locations.

Salem Statesman saw the biggest increase to trend of +8.3%, presumably because of maximized marketing efforts.

Halloween Bag Promotion

Marketing efforts focused on POP material stating, "Free Trick or Treat bag" inside Sunday newspapers at a select group of retailer locations for Salem, Lafayette, IN, Palm Springs and Mansfield, OH newspapers.

Our goal was to test the impact of purchase resulting from value add utilizing one of the following criteria for each site:

- Exclusive retailer
- Recent daily price increase
- Top 10 and bottom 10 sales volume locations

Success was achieved by providing us with increased Sunday sales while delivering valuable data under a variety of retailer circumstances. The data allows Gannett to effectively use a value added technique for future themed holidays / events on a larger scale.



HAVE A SAFE HALLOWEEN



SJ Statesman Journal

Roth's
FRESH MARKETS
www.roths.com

Safety Tips for Trick-or-Treaters

1. Never Trick or Treat alone.
2. Trick or Treat only in well lighted areas.
3. Carry a flashlight.
4. Stop only at houses you know.
5. Always have an adult check your treats.



Total AAM Circulation: 230,447

AT A GLANCE

Goal: Entice loyal Thorntons customers to purchase the Sunday Courier-Journal by offering a 3 cents off per gallon gasoline rebate, up to 10 gallons of gas, per purchase. Secure Sunday secondary display placement.

Target Audience:

Customers on Thorntons' Refreshing Reward loyalty program.

MEASURED RESULTS

Improved year-over-year trend performance by +13.3 percentage points within Thorntons.

Established Sunday secondary display on a permanent basis in the cash wrap/counter area.

Thorntons Refreshing Reward – Sunday Courier-Journal Campaign

The Courier-Journal partnered with forty-four (44) Thorntons locations. For every Sunday Courier-Journal purchased during the eight (8) weeks – April 5 through May 24, the customer could purchase up to 10 gallons of gas at 3 cents discount, per purchase.

Redemption period for the gas rebate extended four (4) weeks after the promotion to allow customers a chance to save.

While the short-term objective was to increase buys during the promotion, the long-term merchandising strategy was to secure Sunday secondary placement/display position.

Promotional channels included: in-store POS signage, emails to over 268,000 Thornton reward customers, social media, ROP.



PUMP UP YOUR SAVINGS!

Thorntons Refreshing Rewards members

Purchase the Sunday Courier-Journal and receive 3¢ off gas

Offer valid Sunday, April 5 through Sunday, May 24, 2015

THORNTONS

REFRESHING REWARDS

SAVE ON FUEL

SWIPE TO SAVE @ THORNTONS

Earn a bonus **3¢ OFF PER GALLON** with **Thorntons Refreshing Rewards**

WHEN YOU BUY THE COURIER-JOURNAL SUNDAY PAPER

With Thorntons Refreshing Rewards, every day is a BIG DEAL.

ROAD TO DERBY
The Courier-Journal
Kovacic suits debate on exec pay at Noroum
STEPS AHEAD



Total AAM Circulation: 16,150 Sunday

AT A GLANCE

Goal:

Increase Sunday Single Copy Sales

Target Audience:

Infrequent Sunday single copy newspaper buyers).

MEASURED RESULTS

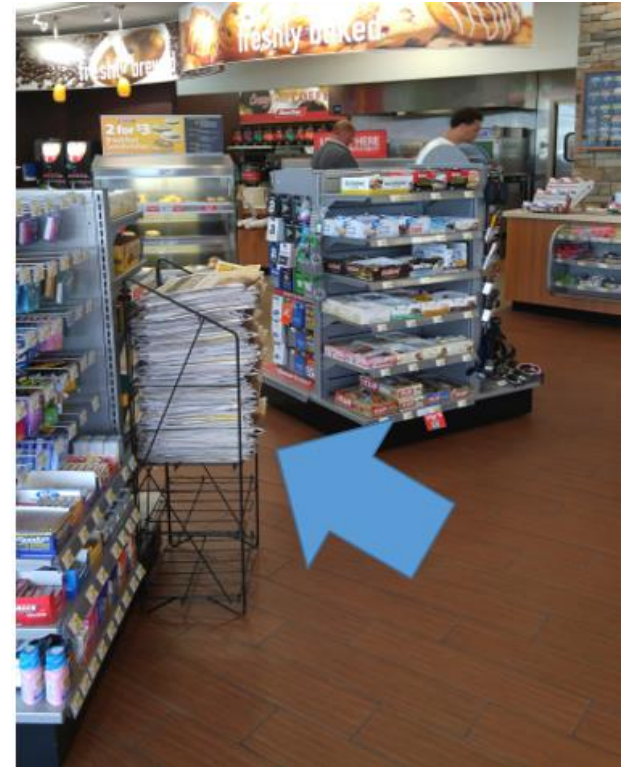
Increased sales of +27 percentage points to the previous trend and +30 percentage points compared to the total market trend

About the Campaign

Added secondary Sunday displays to 12 RaceTrac locations with current sales of 15 or more. Received agreement for placement in line of sight between front entrance and register. Increased draw by 20 per store to ensure full display during onset of initiative.

Keys to success:

- Work closely with local store managers and corporate offices
- Prepare and communicate visual instruction sheets for delivery contractors, merchandisers, and stores.
- Visit stores to see that everything is being implemented.
- Communicate results to internal team and retail chain.



Total AAM Circulation: 756,517

AT A GLANCE

Goal:

Create a mutual, *bundled* promotion with Circle K Midwest and Coca-Cola Refreshment that included a 20oz Dasani water for \$.50 discount with the purchase of any *daily* Indy Star, Louisville Courier-Journal or Cincinnati/Kentucky Enquirer.

Target Audience:

Customers who are infrequent purchasers of the three (3) Gannett newspapers and Dasani Water.

MEASURED RESULTS

The (8) week promotion resulted in a YOY trend improvement of +15 percentage points compared to other retail channels during this promotion period.

Circle K Cool Deal Promotion

This 'Cool Deal' *daily* promotion was implemented in (192) stores across three (3) states and with three (3) different Gannett publications creating a strong appeal for the category manager, as well as Coca-Cola.

The *daily* promotion, which ran from 11/4/2015 through 1/5/16, was part of an overall strategy to build a stronger partnership with Circle K this year, with a focus on Sunday sales and revenue.

The comprehensive promotional campaign included in-paper advertising in daily and TMC products, social media, in-store POS signage (cooler clings and display wobblers).

Circle K handled the production costs and distribution of the in-store POS signage. Coca-Cola and the Gannett newspapers shared in the cost to provide the bundled offer.



6 • ZONE 1 ZOW BUYER'S EDGE THURSDAY, NOVEMBER 5, 2015

A COOL DEAL

Purchase the daily Indy Star for \$1 and get a 20oz Dasani Water

For Only 50¢

20oz Dasani sold separately at full retail price.

11/4/15 - 1/5/16



Courier-Journal.com @courierjournal · Nov 6
Grab the daily CJ and a bottle of water at Circle K now through Jan. 5.

A COOL DEAL

Purchase the daily Courier-Journal for \$1 and get a 20oz Dasani Water

For Only 50¢

20oz Dasani sold separately at full retail price.

11/4/15 - 1/5/16

Total AAM Circulation: 37,466

AT A GLANCE

Goal:

Secure a news business partner with inside sales by extending an exclusive discount to their customers.

Target Audience:

Potential single copy buyers at area Hardee's locations throughout Wisconsin.

MEASURED RESULTS

Combined Average Daily/Sunday Sales & Incremental Annual Revenue

Daily Sales	Sunday Sales	Annual Rev
60	144	\$33K

About the Campaign

The "Sizzling Breakfast Special" offers Hardee's consumers receive a daily and Sunday newspaper discount of \$0.25 with any food purchase.

Acrylic counter cubes were used to optimize excellent POS placement to help drive impulse buys. Drive-thru yard signs and window clings are also utilized and some locations are using suggestive sales techniques.

Hardee's is very pleased with this permanent program and will continue to utilize it as they open additional restaurants throughout Wisconsin.

GREEN BAY PRESS-GAZETTE

PART OF THE USA TODAY NETWORK



5" x 5" Window Clings



Acrylic Counter Cubes



24" x 18" Yard Signs

Total AAM Circulation: 238,179

AT A GLANCE

Goal:

Partner with the Indiana State Fair on a FREE Admission ticket to their lowest attended fair days. This ticket will be an in paper ticket that is good for one FREE admission to the Indiana State Fair on a specific day.

Target Audience:

Attendees of the Indiana State Fair. Indiana State Fair is one of the most popular events in Indianapolis.

MEASURED RESULTS

For Monday, August 10, daily volume improved by +6 percentage points compared to recent trends. The Indiana State Fair indicated their redemption numbers for 2015 were up compared to previous years, making it attractive to run this program again in 2016.

Indy Star – Indiana State Fair FREE Admission Ticket Promotion

As part of Indy Star's annual partnership with the Indiana State Fair, an element to drive single copy sales and fair attendance has been part of the package. The promotion was for a FREE admission ticket available exclusively in the Indy Star on the first Monday in August. This was a print exclusive offer that had great appeal for both single copy purchasers (regular and infrequent) and home delivery subscribers.

The promotional campaign included in-paper advertising (core and TMC publications), online, social media and in-store signage. The Indiana State Fair promoted this on their website and social media pages.

The partnership included an Indy Star booth for Home Delivery subscriptions throughout the two weeks of the Indiana State Fair.

The Indiana Star Fair FREE ticket initiative is the strongest daily performance second only to Thanksgiving.

Due to the overall success and value added promotional campaign for 2015, there will be (2) separate days with a FREE admission ticket in 2016. The FREE ticket will be available on Monday August 8th and Monday August 17th.

INDYSTAR

PART OF THE USA TODAY NETWORK

EXCLUSIVE INSIDE MONDAY
WE'RE SENDING YOU FOR
FREE
INDIANA STATE FAIR
Year of the
FARMER
AUGUST 7-23, 2015
CLIP YOUR TICKET*
TODAY

INSIDE SUNDAY
THE INDIANAPOLIS STAR IS SENDING YOU FOR **FREE**
INDIANA STATE FAIR
Year of the
FARMER
AUGUST 7-23, 2015
TOMORROW
CLIP YOUR TICKET* FOR **FREE** ADMISSION AUG. 12!
*Ticket is good for one free admission Wed., Aug. 12 only.

SHOP SMART V
INDIANA STATE FAIR
Year of the
FARMER
Dew
Dew AgroSciences
CLIP YOUR **FREE** STATE FAIR
TICKET* IN THE INDIANAPOLIS
STAR MONDAY, AUG. 10!
INDYSTAR **7** **2015** *Ticket is good for one free
admission Wed., Aug. 12 only.





Total AAM Circulation: 72,645 (Sunday)

AT A GLANCE

Goal:

Encourage ShopRite customers to donate one meal to the Food Banks with the purchase of a Sunday Gannett newspaper, increased Sunday sales and additional sales positions

Target Audience:

Infrequent Sunday single copy newspaper buyers).

MEASURED RESULTS

+7%

Y/Y Increase in
Participating locations

\$2,306

Total Donations

About the Campaign

Gannett, ShopRite and the food bank worked together towards the success of this donation based promotion.

Keys to Success

- ROP ads two times a week leading up the promotion as well as during the promotion
- In-store POP materials to promote the program
- Promotion on websites, Facebook, and Twitter
- At least two additional newspaper sale racks placed in front of the check out lanes for each store
- Increased draw and regular visits to ensure that additional displays were properly located and supplied



Home News Tribune

A GANNETT COMPANY

Daily Record

A GANNETT COMPANY

The Journal News

lohud.com

Poughkeepsie Journal

PoughkeepsieJournal.com

COURIER-POST

South Jersey's Newspaper | courierpostonline.com
A GANNETT COMPANY

A GANNETT COMPANY

Courier News

The Asbury Park Press
April 26 at 6:30am · 🌐

One Paper = One Meal: Pick up your Sunday Asbury Park Press at ShopRite! Through May 17, for every Sunday paper sold, one meal will be donated to the FoodBank of Monmouth and Ocean Counties.

Like · Comment

👍 Joseph Grosso, Daisy Cohen, Jennifer Lee and 63 others like this.

↻ 26 shares



One Paper = One Meal



The **HOME NEWS TRIBUNE** will donate one meal to the Community FoodBank of New Jersey for each Sunday paper purchased from April 12 thru May 17



Home News Tribune 

The Washington Post

Total AAM Circulation: 551,360

AT A GLANCE

Goal:

Increase single copy sales at retail outlets.

Target Audience:

Single copy purchaser/buyer.

MEASURED RESULTS

7-10%

Increase in single copy sales when coupons and/or sticky notes are in newspapers and point of sale pieces are displayed (versus without).

About the Campaign

To leverage manufacturer coupons and grocer sticky notes, innovative point of sale pieces are created and displayed in retail outlets where single copy newspapers are sold.

The Washington Post

Point of Sale – Bundle Flaps

(11x17 folded, displays atop newspaper rack in retail outlets)





Ideas That Work:

Acquisitions (Digital Subscription)



Total AAM Circulation: 143,043

AT A GLANCE

Goal:

Acquire new digital only subscribers

Target Audience:

Ex-subscribers and registered users of newsobserver.com

MEASURED RESULTS

Email	Click-	Digital
Open Rate	Throughs	Only Starts
8.6%	0.4%	40

About the Campaign

Email sent out to ex-subscribers and old registered user list for newsobserver.com. We used an upcoming summer series on the Best Kept Secrets in NC to entice readers to subscribe to get that unique content. This was one of our most successful digital only sales and we feel the unique content made the campaign successful.

We did a send and “Last Chance” send three days later.

Subject line: Limited Time – Get 50% off Digital this Summer

Subject line: Half-Off Digital Subscriptions – Ends in 8 Hours!

newsobserver.com



knowing is better

To view this email as a web page, click [here](#).

[Forward to a Friend](#)



GET N&O DIGITAL - 50% OFF

\$39.75/YEAR UNLIMITED ACCESS

SUBSCRIBE AND SAVE 50%

TODAY ONLY!



Discover North Carolina's Best Kept Secrets
16-Week Series | Memorial Day through Labor Day

Read it only in The News & Observer!



**LAST CHANCE TO
GET N&O DIGITAL - 50% OFF**

\$39.75/YEAR UNLIMITED ACCESS

SIGN UP TO SAVE 50%

TODAY ONLY!



Discover North Carolina's Best Kept Secrets
16-Week Series | #DayTripNC

Read it only in The News & Observer!

PalmBeachPost.com

Total AAM Sunday Circulation: 193,128

AT A GLANCE

Goal:

Gain Digital Only Subscribers

Target Audience:

Local readers 35+

MEASURED RESULTS

For the month of January, our total spend was \$16,000

364 Conversions

(new digital only subscribers)

About the Campaign

The Palm Beach Post has seen great success in acquiring new digital only subscribers by utilizing three strategies:

1. Consistent, year-round digital presence
2. Strong call to action and offer, plus uncluttered creative
3. Combination of network buying and retargeting

PalmBeachPost.com



SUBSCRIBE NOW

as low as

.99

The Palm Beach Post

REAL NEWS STARTS HERE

The advertisement features a blue background with white and yellow text. On the left, a tablet displays the newspaper's front page with the headline "A MISSED OPPORTUNITY For Wellington, N.C. resort is what might have been" and a photo of a resort. The main text on the right reads "SUBSCRIBE NOW" in large white letters, followed by "as low as" in yellow script and ".99" in large yellow numbers. At the bottom, it says "The Palm Beach Post" and "REAL NEWS STARTS HERE" in white text on a black background.

THE SACRAMENTO BEE

Stay Connected >> sacbee.com

Total AAM Circulation: 298,097

AT A GLANCE

Goal:

Market our digital subscription package to a small selected group of potential digital readers.

Target Audience:

Former home delivery subscribers that stopped due to moved, no time to read that resembled the demographic profile of a digital only subscriber.

MEASURED RESULTS

Orders	Response	CPO
88	0.2%	\$0

St. Patrick's Day Digital Sale

Strategy – promote St. Patrick's one day sale to a small target group of former subscribers with an exceptional one day sale price to lock these customers in for the entire year.

Sales channels used; email marketing only.

Results Summary-

Open rate – 11.6%

Unique opens – 8,794

Unique clicks – 491

Sold – 88; 52 week digital subscriptions

THE SACRAMENTO BEE

Stay Connected >> sacbee.com

THE SACRAMENTO BEE

St. Patrick's Day
SALE
\$40
FOR 52
WEEKS

GET A DIGITAL SUBSCRIPTION TODAY AND
SAVE 58% OFF
THE REGULAR PRICE.

INCLUDES: 24/7 ACCESS TO SACBEE.COM, IPAD,
TABLET & SMARTPHONE APPS, THE E-EDITION,
AND OUR MOBILE WEBSITE

[CLICK HERE](#)

Hurry, offer valid today only!

1-800-284-3233

CONNECT WITH US:  

THE SPOKESMAN-REVIEW

Total AAM Circulation: 71,873

AT A GLANCE

Goal:

To increase digital engagement via registration, activations and subscriptions.

MEASURED RESULTS

Registrations

138

Activations

355

Digital
Subscriptions

113

Digital + Print
Subscriptions

168

About the Campaign:

We created campaigns targeted to digital readers utilizing online ads and email. Campaigns were timed to coincide with traditional retail sale holidays such as Black Friday, Cyber Monday, After Christmas and Presidents Day. Campaigns promoted subscriptions at our lowest prices of the year. Each campaign expired with a one week period.

THE SPOKESMAN-REVIEW

**cyber
Monday
Sale**

2 Months
for just **99¢**
UNLIMITED DIGITAL ACCESS

THE SPOKESMAN-REVIEW

Call 1-800-338-8801
Ask for Offer 5008

act now!

Offer ends
Nov. 30, 2015

DON'T LET THIS LIMITED-TIME OFFER SLIP AWAY!
UNLIMITED DIGITAL ACCESS FOR FIRST 2 MONTHS - ONLY 99¢!

- Receive everyday access to *The Spokesman-Review* e-edition, an exact replica of the printed newspaper, but online.
- Get breaking news and updates all day long with unlimited access to spokesman.com.
- Read the news anywhere you are - on your desktop, laptop, tablet or smartphone.

HURRY! OFFER ENDS NOVEMBER 30, 2015.

ACT NOW!

OR CALL 1-800-338-8801 ASK FOR OFFER 5008.

THE SPOKESMAN-REVIEW



RESOLUTIONS
Start Your **NEW(s) Year** Right!

THE SPOKESMAN-REVIEW

UNLIMITED DIGITAL ACCESS
\$9.99 for 3 Months

Look to *The Spokesman-Review* to help you keep your New Year Resolutions!

- Hundred\$ of ways to SAVE, SPEND and INVEST wisely
- Dream HOMES, JOBS and CARS included in every issue
- Fun COMICS, PUZZLES and ENTERTAINMENT

INCLUDES Unlimited Access to the rest of the week's news

- Spokesman.com - today's breaking news, updates and photos
- *The Spokesman-Review* e-edition - an exact replica of the print edition online

Hurry! Offer ends January 11, 2016

RESOLVE NOW!

Or call 1-800-338-8801 and ask for offer 5013.



THE SPOKESMAN-REVIEW

PRESIDENTS DAY SALE

Unlimited Digital Access
\$9.99 for 3 Months

Providing informed voters with all the news from the debates through the election.

Unlimited Digital Access INCLUDES:

- Spokesman.com - **NEW WEBSITE!**
- Clean and Crisp • **Responsive Design** on Mobile Devices
- More Photos** • **EASY** navigation between stories and sections

The Spokesman-Review e-edition - an exact replica of the print edition online

Hurry! Offer ends February 16, 2016

START NOW!

Or call 800-338-8801 and ask for offer 5017



Ideas That Work:

Acquisitions (Print Subscription)

Total AAM Circulation: 16,676

AT A GLANCE

Goal:

Win back a selected group of formers subs utilizing a personal direct mail invitation from the President/Publisher.

Target Audience:

Former daily subscribers that stopped for time, life, value reasons in the past 12 months.

MEASURED RESULTS

Orders	Response	CPO
51	1.28%	\$17.65

Publisher Win Back

Strategy: Special invitation offer from the President/Publisher.

The special Publisher subscription invitation included a savings of 85% off the published price plus a 30-day money-back guarantee.

The Modesto Bee

Total AAM Circulation: 83,603

AT A GLANCE

Goal:

Win back a selected group of formers subs utilizing a personal direct mail invitation from the President/Publisher.

Target Audience:

Former daily and weekend subscribers that stopped for time, life, value reasons in the past 12 months.

MEASURED RESULTS

Orders	Response	CPO
110	1.0%	\$20.00

Publisher Win Back

Strategy: Special invitation offer from the President/Publisher, Ken Riddick.

The special Publisher subscription invitation included a savings of 79% off the published price plus a 30-day money-back guarantee.

The Modesto Bee

The Modesto Bee
modbee.com
P.O. BOX 5156
MODESTO, CA 95397

PSRST STD
U.S. POSTAGE
PAID
DPO



We're sorry you left and would like you back. Try again, and I guarantee you'll enjoy having the best local news and information back in your life.

-Ken Riddick
Publisher & President

The Modesto Bee
modbee.com

Please charge my credit card below for the 13-Week Subscription I selected.

AmEx Discover MasterCard Visa

Card No. _____ Exp. Date (MM/YY) _____

Cardholder's Signature _____

Phone No. (required) _____ Email Address _____




The Modesto Bee
modbee.com

Dear <Sample Sample>,
As a highly valued former Bee subscriber, I would like to offer you a special Publisher's subscription invitation.

This special invitation lets you choose the service that fits your lifestyle: Monday-Sunday; Friday-Monday; or Sunday-Only home delivery and **save up to 79% OFF** the published price. **Each subscription package includes** unlimited digital access to modbee.com; iPad, tablet and Smartphone apps; the e-Edition and our mobile website every day!

Take advantage of this limited-time invitation. If you're not completely satisfied, call to cancel any time during the first 30 days of service to receive a full **100% refund**.

Subscribe before May 15, 2015, and you can save up to **79% OFF!** Call **1.800.776.4233** visit **modbee.com/subscribe** (and enter promo code - Publisher) or mail the reply form below in the postage-paid envelope provided.



Regards,
Ken Riddick
Ken Riddick
Publisher & President

30-DAY MONEY-BACK GUARANTEE
SATISFACTION 100% GUARANTEED

*Applicable rates are included. **One-time new start activation fee of \$3.00. Customer must not have subscribed within the last 30 days. Customer must live within The Bee's home delivery area. After the promotional offer concludes, your subscription will continue at the then current home delivery renewal rate and The Bee is otherwise notified. Mail subscriptions accepted. Make subject to change. Shipping Day and Charge Day. A \$1.00 premium is added to all subscriptions for each of these selected special actions: New York City, Phoenix City, Clear Channel City, Milwaukee City, Indianapolis City, Las Vegas City, Orange County City and Chicago City. These premium rates are not included in the above subscription price and your original invitation will be updated accordingly. Payments and credits extend your expiration date.

To reply by mail, attach and mail this portion in the postage paid envelope provided.

13-Week Subscription (Special Price)	Published Weekly Price	Your Special Weekly Price	**Total Price
<input type="checkbox"/> Daily (Mon.-Sun.)			
<input type="checkbox"/> Weekend Plus* (Fri.-Mon.)	\$9.34 per week	Only \$2.00 per week	\$29.00
<input type="checkbox"/> Sunday-Only Plus*	\$6.34 per week	Only \$1.50 per week	\$22.50
	\$3.34 per week	Only \$1.20 per week	\$18.60

Reply by: 5/15/15

Promo Code: Publisher

METHOD OF PAYMENT:
 Please charge my credit card (details on back)
 My check is enclosed (payable to The Modesto Bee)

<Firstname> <Lastname>
or Current Resident
<Address>
<City> <ST> <ZIP+4>
<Barcode>



The Atlanta Journal-Constitution

Total AAM Circulation: 255,955

AT A GLANCE

Goal:

This is a winback direct mail campaign to former subscribers with an emotional appeal and sense of whimsy, communicating our sadness to see them leave.

Target Audience:

The direct mail target is to formers 13 days past expire.

MEASURED RESULTS

The direct mail campaign is automated and sends weekly. Results are yearly average.

Average RR

5.8%

Average CPO:

\$12.24

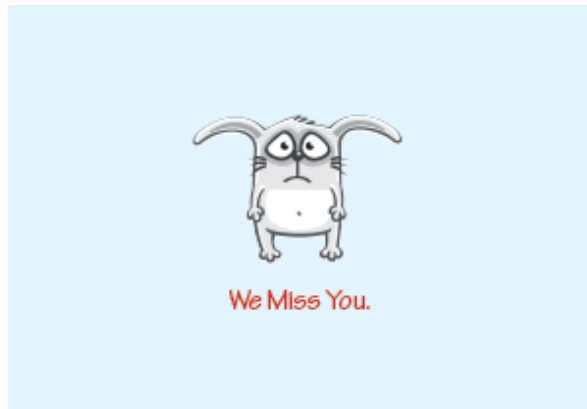
About the Campaign

Our goal with this campaign was to create a unique and heartfelt message to our recent stopped subscribers. We affectionately named this character “Binky”. Since creation of “Binky” we continued to test other formats and found this creative/format resonates the best. We are also able to drive rate at the same time as we offer little discount to recent stops.

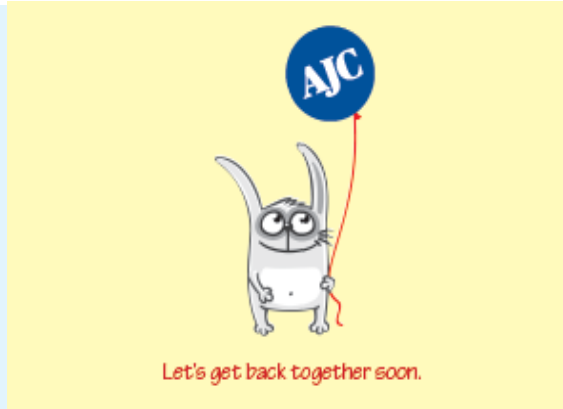
Based on the success of the direct mailer, we have introduced Binky in a series of holiday eblasts to formers stopped 90 to 500 days. The appeal is still heartfelt and genuine. Since the email targets have been stopped longer we have introduced a level of discounting based upon length of time stopped. On average, the eblasts produce 100-200 starts per blast depending on the target audience and offer.



The Atlanta Journal-Constitution



Trifold Mailer front



Trifold Mailer inside panel



Trifold Mailer inside panel (reply card not shown)



Valentine Email sent 2/15.
Subject line: Yesterday just wasn't the same without you.



Halloween Email sent 10/30.
Subject line: It won't be a Happy Halloween without you.



Total AAM Circulation: 32,010

AT A GLANCE

Goal:

Reacquire stopped subscribers

Target Audience:

Former subscribers who stopped because of poor service

MEASURED RESULTS

Orders	Response Rate	CPO
47	4.5%	\$.71

About the Campaign

When we made the switch to an outside vendor to fulfill home delivery, there was an adjustment period; we experienced an influx of service issues while our vendor navigated the inherent challenges with such a large undertaking. Many customers stopped their subscriptions as a result of their poor service.

We wanted to appeal to these customers on a human level – admitting our failure, rather than ignoring it, assuring them we'd addressed the issues, and asking for a second chance.

We created the attached greeting card with a special offer of two weeks free for any customer who re-subscribed.



We miss you.

We know that despite our best efforts, we've had some delivery issues over the last year. Unfortunately, we lost your trust and you as a customer. We have been working hard to get back to the company that you expect us to be, and we've seen significant improvements in delivery service. We would love the chance to redeem ourselves and provide you with the service you deserve.

*We want to give you two weeks of The Sun News delivery **ABSOLUTELY FREE** to prove that delivery service is back on track. Additionally, re-subscribe today, and we'll also give you our best discounted rate for your first six months when you sign up for EZ Pay.*

Throw us a bone and give us another chance.

Call 1-866-780-0786 and mention offer code "GOOD DOG" or visit TSNdeal.com to get started.



THE SACRAMENTO BEE

Stay Connected >> sacbee.com

Total AAM Circulation: 298,097

AT A GLANCE

Goal:

Win back 500 former Sunday subscribers that stopped due to price sensitivity reasons.

Target Audience:

Former Sunday only subscribers that were previously on a \$19.99 a year offer that stopped due to pricing and affordability.

MEASURED RESULTS

Orders	Response	CPO
550	3%	\$14

Get the Sunday Bee Win Back Campaign

Strategy was to target former Sunday only subscribers that were previously on low discounted offer with another discounted offer, but at a slightly higher price point to gradually step them up over time since they are a very price sensitive group.

Sales channels used; direct mail and email marketing.

Normally we use similar creative's for each channel, but with this campaign we elected to try a one day "Flash Sale" with the email campaign.

Results Summary-

Direct mail generated 349 orders (17-DS/26-FS/306-SO) and email generated 201 Sunday orders.

Rockford Register Star

Total AAM Circulation: 36,746

AT A GLANCE

Goal:

Our main objective was to celebrate the Cubs historic run during the 2015 baseball season. We also thought it would be a great opportunity to gain new subscribers.

Target Audience:

Formers and Prospects

MEASURED RESULTS

Starts
295 Starts

EZ Pay Starts
175+

About the Campaign

Since we are near Chicago, we wanted to celebrate the Cubs' success and have some fun with pricing by offering 1908 prices! We offered 13 weeks of Sunday Only or 7-day delivery for only \$.25. After the 13 weeks, these subscribers would automatically renew with EZ Pay at \$1.00 per week.

Rockford Register Star

Rockford Register Star
99 East State St.
Rockford, IL 61104

13 WEEKS OF 7-DAY DELIVERY ONLY 25¢
— OR —
13 WEEKS OF SUNDAY ONLY DELIVERY ONLY 25¢

Dear Reader:
It's 2015. They last won it all in 1908. To celebrate the Cubs historic run, the Register Star is offering convenient home delivery at 1908 prices - the first 13 weeks for only 25¢!

With your subscription, you'll receive...

- The latest local news and sports and business, entertainment and lifestyle coverage
- Money saving coupons and inserts totaling in the hundreds of dollars each week that will keep your hard earned dollars in your pocket
- The BIG Thanksgiving Day Edition, which include thousands of dollars in savings and promotions
- Unlimited digital access to the Register Star digital products so you can stay informed at all times from any device

Simply return the bottom portion with your payment to take advantage of this special offer. We'll get 'em next year!

The Register Star Circulation Team

YES, SIGN ME UP FOR 13 WEEKS OF CONVENIENT HOME DELIVERY!

13 WEEKS OF 7-DAY DELIVERY—ONLY 25¢
 13 WEEKS OF SUNDAY ONLY DELIVERY—ONLY 25¢

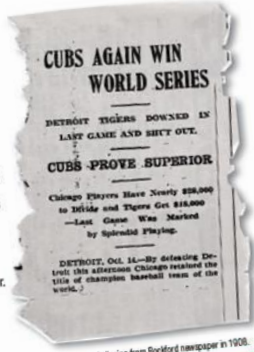
VISA DISCOVER MASTERCARD

CREDIT/DEBIT CARD INFORMATION

CARDHOLDER NAME _____
ACCOUNT NUMBER _____
EXPIRATION DATE _____
SIGNATURE _____

NAME (PLEASE PRINT) _____
ADDRESS _____
CITY, STATE, ZIP _____
PHONE NUMBER (REQUIRED FOR CREDIT VERIFICATION) _____
EMAIL ADDRESS _____

This is a prepaid offer only and made to those in our home delivery area who have not subscribed in the last 90 days. Offer may not be used in conjunction with any other promotions or discounts. By promotional period, subscription continues and will auto renew monthly at the rate of \$4.35 unless The Register Star is notified otherwise. The Register Star will bill credit card you used to establish account. By submitting offer, you agree to the terms of this offer. Contact Register Star at 815-907-1400 to change delivery schedule, change credit card, or to place print subscription on hold while on vacation. Register Star will provide written notice of any change after three months to your address on file. Mail subscriptions do not qualify for this offer. Offer expires November 11, 2015 Code: Cub2015



Actual clipping from Rockford newspaper in 1908.

Rockford Register Star
rrstar.com

Dear Irina Platonova,

It's 2015. They last won it all in 1908. To celebrate the Cubs historic run, the Register Star is offering convenient home delivery at 1908 prices - the first 13 weeks for only \$0.25!

With your subscription, you'll receive...

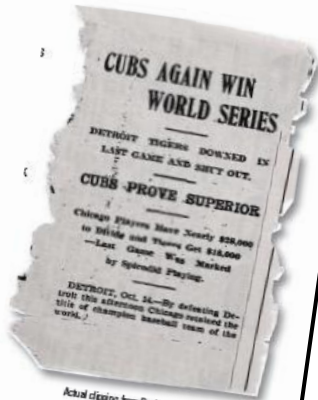
- The latest local news and sports and business, entertainment and lifestyle coverage
- Money saving coupons and inserts totaling in the hundreds of dollars each week that will keep your hard earned dollars in your pocket
- The BIG Thanksgiving Day Edition, which include thousands of dollars in savings and promotions
- Unlimited digital access to the Register Star digital products so you can stay informed at all times from any device

We'll get 'em next year!

Click below to take advantage of this special offer.

The Register Star Circulation Team

SUBSCRIBE



Actual clipping from Rockford newspaper in 1908.

Total AAM Circulation: 21,923

AT A GLANCE

Goal: Sampling Program that Works!

Provide a way for carriers to sample non-subscribers on their routes with a tracking mechanism to capture whom is being sampled. Provide a way for these potential subscribers to give us feedback on our product and delivery service during the sample period. Then make it easy for non-subscribers to sign up and purchase their new subscription online with the click of a button.

Target Audience:

All non-subscribers by carrier route.

MEASURED RESULTS

Customer response rates by contact method was as follows:

Text & QR Code = 48%

Promotion Website = 38%

Calls to Customer Service = 14%

Conversion Rate	CPO	Marketing Platform
29%	\$13.50	\$100

About the Campaign

We offered non-subscribers a Free 30-Day Test Drive of our newspaper. Carriers sampled non-subscribers with a one day sample using our special promotion flyers and bags.

There were four ways non-subscribers were able to respond; call customer service, go online to our promotion website, text a keyword to a local phone number, or scan a QR Code. Each method required the non-subscriber to sign up with their contact information in order to receive the Test Drive.

Once the non-subscriber signed up for the Test Drive they received a series of emails throughout the 30-Day period. The first half of the sample period we focused on building a positive relationship and the second half we asked for the sale. Our offer emails provided a button to sign up and pay online for their new subscriptions.

Email Series Outline...

Day 1: Welcome email

Day 2: How to set up digital access email

Day 3: Email asking if Delivery Started Yet?

Day 7: Product and Service Survey email

Day 14: Special Offer to Subscribe email

Day 21: Special Offer to Subscribe email

Day 28: Time is Running Out email – 2 Days Left

Day 29: Time is Running Out email – 1 Days Left

Day 30: Time has Run Out email – Don't Miss a Day!

PANAMA CITY
NEWS HERALD
Where life unfolds daily

**START YOUR
 TEST
 DRIVE
 TODAY!**

**30 DAYS
 FREE!**



NOT A SUBSCRIBER? USE CODE: PCS71F30

Test Drive the News Herald! Sign up to receive **FREE HOME DELIVERY FOR 30-DAYS WITHOUT COST OR OBLIGATION.**

Free Home Delivery offer is only good for customers in the News Herald delivery area who have not been active subscribers in the past 60 days. This offer is good only once per customer and/or address. Email address is required.

CALL 850-747-5050 **TEXT "HD"** to 850-308-1078 **GO ONLINE** NewsHeraldTestDrive.com **SCAN** SCAN QR CODE

PANAMA CITY
NEWS HERALD
Where life unfolds daily

**START YOUR
 TEST DRIVE TODAY!**



Name:

Email:

Phone Number:

Street Address:

City:

Zip:

Promo Code: PSI71F30
 PCS71F30

Sign Up

**START YOUR
 TEST
 DRIVE
 TODAY!**

**30 DAYS
 FREE!**

TEST DRIVE THE NEWS HERALD!

SIGN UP TO RECEIVE FREE HOME DELIVERY FOR 30 DAYS WITHOUT COST OR OBLIGATION

CALL 850-747-5050 **TEXT "HD"** to 850-308-1078 **GO ONLINE** NewsHeraldTestDrive.com **SCAN** SCAN QR CODE

USE CODE: PCS71F30



PANAMA CITY
NEWS HERALD
Where life unfolds daily

THE DENVER POST

Membership

Total AAM Circulation: 270,000

AT A GLANCE

Goal:

250 New starts in 4 days

Target Audience:

Targeted highly likely to subscribe formers and nevers based on zip codes indexing by penetration.

MEASURED RESULTS

Emailed 185,500 households for 4 days and spent \$1,500 on Facebook. 26% open rate, 4,130 clicked through to the offer, 412 purchased. Facebook buy reached 70,000 targeted households.

Starts	CPO	Response
412	\$33	9.9%

About the Campaign

Pre-Thanksgiving Holiday 4 Day Sale using only email and Facebook advertising.

\$20 Amazon gift card used as premium against prepaid 26 week subscription.

Fun engaging email subject lines highlighting memories of Thanksgiving Day.

- Better Than Gravy
- Sweet as Pumpkin Pie
- Flavorful as Cranberry's
- After Dinner Delight

162 sales over goal, \$7 under cost per sale goal

Currently doing one 3-4 DAY SALE per month will a goal of 300 new subscribers for each.

THE DENVER POST

Membership



Holiday
KICKOFF SALE

4 DAYS ONLY! NOVEMBER 16-19

Free Amazon Gift Card
+ Get the GIANT Thanksgiving Day Denver Post

Sign up for a 26 week Sunday and Holiday subscription and you'll save off the newsstand price, get delivery of the giant Thanksgiving Day Denver Post and a FREE \$20 Amazon Gift Card!





knowing is **better**

AT A GLANCE

Goal:

Home delivery subscriber acquisition

Target Audience:

Single copy buyers, former subscribers

MEASURED RESULTS

Total Starts	Cost Per Order	Email Open Rate
277	\$8.15	9.13%

About the Campaign

Unique creative with retro theme and humorous copy combined with sharp promotional pricing produced strong results.

Included:

- Single Copy Insert
- Email Blast
- Box and Banner ads



AT A GLANCE

Goal:

Increase the number of subscribers through Single Copy Inserts.

Target Audience:

Single copy readers

MEASURED RESULTS

As Single Copy sales continue to decline, we have experienced an annual decline over 50% each year in orders from this channel. The weekly rotation of insert creative has maintained a low CPO and minimized this channel's sales decline by 15% .

About the Campaign

The Dispatch rotated five single copy inserts weekly within a three month period instead of running one insert for a designated amount of time. The offer stayed the same while the creative changed to keep the offer fresh.

The Columbus Dispatch

dispatch.com

NOBODY DELIVERS CONVENIENCE LIKE WE DO.

Let us prove it to you.

GET IT FOR AS LITTLE AS **\$1.50/WEEK**

at dispatch.com/offer4310



Thursday to Sunday Home Delivery \$3.89 per week*

- Includes Digital D and 115,000 Reader Rewards points to put toward contests and cool stuff like movie, concert and sports tickets at dispatch.com/rewards

Saturday-Sunday Home Delivery \$2.89 per week*

- Includes Digital D and 115,000 Reader Rewards points

Digital Only \$1.50 per week*

- Includes Digital D, featuring unlimited, 24-7 access to websites like dispatch.com, BuckeyeXtra.com and BlueJacketsXtra.com, as well as apps and the Dispatch E-Edition that delivers a full, page-by-page replica of each day's paper to your tablet or computer

The Columbus Dispatch
dispatch.com

SUBSCRIBE TODAY!

Visit dispatch.com/offer4310 or call 1-877-229-6978 and mention promo 4310 to take advantage of this special offer.

*Offer is 13-week installment. Some offers valid only for individuals who have not subscribed to The Columbus Dispatch within the last 30 days and live in the standard delivery area. All subscriptions will include no more than 1 premium delivery per calendar year. Due to the size and value of premium delivery items will be a \$2.00 surcharge for each premium delivery. For more information go to dispatch.com/terms. Offer expires 30 days after receipt. By providing your information, you agree to receive targeted messages to your subscription as well as periodic updates on Columbus Dispatch products and services.

NOBODY DELIVERS COLUMBUS LIKE WE DO.

Let us prove it to you.

GET IT FOR AS LITTLE AS **\$1.50/WEEK**

at dispatch.com/offer4410



Thursday to Sunday Home Delivery \$3.89 per week*

- Includes Digital D and 115,000 Reader Rewards points to put toward contests and cool stuff like movie, concert and sports tickets at dispatch.com/rewards

Saturday-Sunday Home Delivery \$2.89 per week*

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SUBSCRIBE TODAY!

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NOBODY DELIVERS SPORTS LIKE WE DO.

Let us prove it to you.

GET IT FOR AS LITTLE AS **\$1.50/WEEK**

at dispatch.com/offer4510



Thursday to Sunday Home Delivery \$3.89 per week*

- Includes Digital D and 115,000 Reader Rewards points to put toward contests and cool stuff like movie, concert and sports tickets at dispatch.com/rewards

Saturday-Sunday Home Delivery \$2.89 per week*

- Includes Digital D and 115,000 Reader Rewards points

Digital Only \$1.50 per week**

- Includes Digital D, featuring unlimited, 24-7 access to websites like dispatch.com, BuckeyeXtra.com and BlueJacketsXtra.com, as well as apps and the Dispatch E-Edition that delivers a full, page-by-page replica of each day's paper to your tablet or computer

The Columbus Dispatch
dispatch.com

SUBSCRIBE TODAY!

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The Columbus Dispatch

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**NOBODY DELIVERS
LOCAL PUBLIC AFFAIRS
LIKE WE DO.**

Let us prove it to you.



GET IT
FOR AS LITTLE AS
\$1.50/WEEK
at dispatch.com/offer4010

Thursday to Sunday Home Delivery \$3.89 per week*

- Includes Digital D and 115,000 Reader Rewards points to put toward contests and cool stuff like movie, concert and sports tickets at dispatch.com/rewards

Saturday-Sunday Home Delivery \$2.89 per week*

- Includes Digital D and 115,000 Reader Rewards points

Digital Only \$1.50 per week*

- Includes Digital D, featuring unlimited, 24-7 access to websites like dispatch.com, BuckeyeXtra.com and BlueJacketsXtra.com, as well as apps and the Dispatch E-Edition that delivers a full, page-by-page replica of each day's paper to your tablet or computer

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SUBSCRIBE TODAY!

Visit dispatch.com/offer4010 or call 1-877-229-6978 and mention promo 4010 to take advantage of this special offer.

* Offer in 13-week installments. These offers valid only for individuals who have not subscribed to The Columbus Dispatch within the last 30 days and live in the standard delivery area. All subscriptions will include no more than 6 premium editions per calendar year. Due to the size and value of premium editions, there will be a \$2.00 surcharge for each premium edition. For more information go to dispatch.com/newsdesk. Offer expires 30 days after receipt. By providing your information, you agree to receive messages pertinent to your subscription as well as periodic updates on Goodhouse Media products and services.

**NOBODY DELIVERS
VALUE
LIKE WE DO.**

Let us prove it to you.



GET IT
FOR AS LITTLE AS
\$1.50/WEEK
at dispatch.com/offer4210

Thursday to Sunday Home Delivery \$3.89 per week*

- Includes Digital D and 115,000 Reader Rewards points to put toward contests and cool stuff like movie, concert and sports tickets at dispatch.com/rewards

Saturday-Sunday Home Delivery \$2.89 per week*

- Includes Digital D and 115,000 Reader Rewards points

Digital Only \$1.50 per week*

- Includes Digital D, featuring unlimited, 24-7 access to websites like dispatch.com, BuckeyeXtra.com and BlueJacketsXtra.com, as well as apps and the Dispatch E-Edition that delivers a full, page-by-page replica of each day's paper to your tablet or computer

The Columbus
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SUBSCRIBE TODAY!

Visit dispatch.com/offer4210 or call 1-877-229-6978 and mention promo 4210 to take advantage of this special offer.

* Offer in 13-week installments. These offers valid only for individuals who have not subscribed to The Columbus Dispatch within the last 30 days and live in the standard delivery area. All subscriptions will include no more than 6 premium editions per calendar year. Due to the size and value of premium editions, there will be a \$2.00 surcharge for each premium edition. For more information go to dispatch.com/newsdesk. Offer expires 30 days after receipt. By providing your information, you agree to receive messages pertinent to your subscription as well as periodic updates on Goodhouse Media products and services.

The Charlotte Observer

charlotteobserver.com

Total AAM Circulation: 170,605

AT A GLANCE

Goal:

Single Copy Insert to acquire new subscribers.

Target Audience:

Single copy buyers

MEASURED RESULTS

Sales

110

About the Campaign

This single copy insert flyer was designed to let potential subscribers know that we are more than just the newspaper – our news content is available however the subscriber wants to read it – in print, online, and on mobile devices.

The flyer promoted our content including different popular sections.

Orlando Sentinel

MEDIA GROUP

Total AAM Circulation: 251,271

AT A GLANCE

Goal:

To increase home delivery subscribers and to help combat a \$1.00 increase to single-copy price

Target Audience:

Single-copy purchasers

MEASURED RESULTS

Total Sales

375

CPO

\$5.54

About the Campaign

This was a campaign also used by Chicago Tribune. We adopted the creative for the Orlando market and timed the launch of the FSI to coincide with our single-copy price increase. We utilized a \$1, \$2, \$3 pricing strategy to help with subscriber perception and ran the campaign for 4-weeks.

Orlando Sentinel

MEDIA GROUP

WHY SETTLE FOR JUST SUNDAY?

FOR THE SAME \$3.00, YOU CAN GET A WEEK OF HOME DELIVERY!



Subscribe today and get the Orlando Sentinel delivered to your doorstep every day for **only \$3.00 a week**. That's the same price as our Sunday paper at the newsstand.

So start enjoying more days of news coverage and the added convenience of home delivery. Plus, 7-day subscriptions also include unlimited digitalPLUS access to OrlandoSentinel.com!

ORLANDO SENTINEL
7-DAY DELIVERY
ONLY
\$3.00
PER WK

Orlando Sentinel
MEDIA GROUP

GET STARTED!
Fill out and mail the card below • Call 1-800-359-5353
Go visit OrlandoSentinel.com/promo Request Promo Code SCSALE

Choose your 13 week subscription option.

7-DAY (PLUS UNLIMITED DIGITAL PLUS) <input type="checkbox"/> \$3.00/wk (plus tax) for 13 wks	4-DAY (THURSDAY - SUNDAY) <input type="checkbox"/> \$2.00/wk (plus tax) for 13 wks <input type="checkbox"/> \$0.40/wk upgrade to digitalPLUS	2-DAY (THURSDAY & SUNDAY) <input type="checkbox"/> \$1.00/wk (plus tax) for 13 wks <input type="checkbox"/> \$0.40/wk upgrade to digitalPLUS
--	---	---

Name: _____
 Address: _____ Unit: _____
 City: _____ ZIP: _____
 Phone: _____ Email: _____

This is a continuous subscription that may be cancelled at any time by calling us at 1-800-359-5353. Prices on future billing periods may be higher. All subscriptions may include up to eight Premium Issues per year. For each Premium Issue, your account balance will be charged an additional fee up to \$3.00 in the billing period when the section publishes. This will result in shortening the length of your billing period. Premium Issues scheduled to date: The Envelope on 2/28/16; Re-Discover Florida on 3/31/16; Football Preview on 8/25/16; and Thanksgiving Day Edition on 11/24/16.

This offer is available to new subscribers and households that have not subscribed to the paper in the past 30 days (previous account must be in good standing) and cannot be used in conjunction with any other offer. This offer is only available in our home delivery area. Each subscription includes transportation costs of 21 cents Monday-Sunday, 33 cents Sunday and applicable Florida sales tax. You have the option to pick up your paper to avoid transportation costs. Transportation charges may vary and are subject to increase. Subscription types other than 7-day will receive the following issues as part of their current subscription - 11/27, 12/28, 1/1/16, 1/25/16. These days are subject to change without notice. Respond by 1/30/16.

SCSALE

WHY SETTLE FOR JUST SUNDAY?

FOR THE SAME \$3.00, YOU CAN GET A WEEK OF HOME DELIVERY!



Subscribe today and get the Orlando Sentinel delivered to your doorstep every day for **only \$3.00 a week**. That's the same price as our Sunday paper at the newsstand.

So start enjoying more days of news coverage and the added convenience of home delivery. Plus, 7-day subscriptions also include unlimited digitalPLUS access to OrlandoSentinel.com!

ORLANDO SENTINEL
7-DAY DELIVERY
ONLY
\$3.00
PER WK

Orlando Sentinel
MEDIA GROUP



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PO BOX 3788
ORLANDO FL 32802-9944



Austin American-Statesman

AT A GLANCE

Goal:

Extreme Couponing workshops teach our community how to save hundreds of dollars every week using Strataband's (contracted vendor) online tool and subscribing to weekly home delivery of 5 Sunday copies of the Austin American-Statesman.

Target Audience:

Cost-conscious families that live and shop anywhere in our Home Delivery footprint.

MEASURED RESULTS

3 Events held in 2015 – January, April and September

- **868 Attended**
- **335 EZPay subscriptions**
 - ✓ **(50% were new subscribers)**
- **1,361 Sunday copies**
- **60% Retention at 180 days**

About the Campaign

Our goal with Extreme Couponing is to educate our community on how The Austin American-Statesman is a must have product that will help them save hundreds of dollars. We emphasize the value of the coupons and inserts you can only get in the Sunday newspaper and provide an exclusive rate for event attendees.

Strataband brings in popular presenters such as TLC's Extreme Couponing expert and celebrity, Tiffany Ivanofski, who provides instruction on how to use their organizational and online system in conjunction with multiple copies of the Sunday newspaper.

Awareness is key to a successful workshop, so we utilize a broad range of marketing channels to get the word out including, ROP, Single Copy Inserts, and our Sunday Select product, as well as leveraging our website, emails, Facebook, and Twitter. We also have an exclusive rate one can only get by signing up at the event

Austin American-Statesman

Want to save a bundle on what you buy?

FREE EXTREME
COUPONING
WORKSHOP!

Space is limited; you must RSVP to attend.

Sign up today at
statesman.com/coupons



Featuring Tiffany Ivanovsky from TLC's Extreme Couponing

Tiffany, teaches you how to save **BIG** on your weekly grocery and household shopping.

Monday, April 18th
Tuesday, April 19th

Go to statesman.com/coupons for event details.

You will learn to save hundreds of dollars on groceries and more with coupons you can find in the Austin American-Statesman.

We'll also have special giveaways and door prizes!

Austin American-Statesman
statesman.com | austin360.com





AT A GLANCE

Goal:

Increase the number of Sunday only subscriptions.

Target Audience:

Non subscribers

MEASURED RESULTS

Generated 672 Sunday Only 26 week orders at a \$27 CPO with over 15% being new subscribers. The retention percentage from this event is comparable to our kiosk channel in the mid 40's.

About the Campaign

The Columbus Dispatch partnered with Grocery Smarts to run free Extreme Couponing Workshops for subscribers/non subscribers that are interested in couponing. The workshops emphasized the importance of subscribing to the Sunday edition and provided tools that helped subscribers take advantage of coupon savings. This campaign increased Sunday subscriptions.

**Want to save
a bundle on
what you
buy?**



**FREE EXTREME
COUPONING WORKSHOP!**



**Tiffany Ivanovsky, featured on TLC's
Extreme Couponing and mylitter.com,
will share her strategies and tips at 4 area workshops.**

Monday, Oct. 5

1 p.m., 3:30 p.m. and 7 p.m.

Embassy Suites

2700 Corporate Exchange Dr.
Columbus, 43231

Tuesday, Oct. 6

1 p.m., 3:30 p.m. and 7 p.m.

Courtyard by Marriott

2350 Westbelt Dr.
Columbus, 43228

Wednesday, Oct. 7

1 p.m., 3:30 p.m. and 7 p.m.

Blue Moon Event Center

1604 Gateway Cir.
Grove City, 43123

Thursday, Oct. 8

1 p.m., 3:30 p.m. and 7 p.m.

Crossroads Event Center

169 Fairway Blvd.
Grove City, 43123

You will learn to save hundreds of dollars on groceries and more with coupons you can find in *The Columbus Dispatch*.

Limited space you must RSVP online to attend, no phone calls please.

Sign up today at dispatch.com/smartshopper



Rapid Fire Session- Ideas that Work!

Presenters:

Rich Handloff, Director, Consumer Marketing, The Washington Post

Craig Holley, Senior Director, National Product Sales, Gannett Co.

Heather Williams, Regional VP Audience Development, McClatchy

Questions?

June 16, 2016
2:00 PM - 3:00 PM EST



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Thank you!

June 16, 2016
2:00 PM - 3:00 PM EST